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June, 1930



SOAP

with which is included

Insecticide & Disinfectant Review

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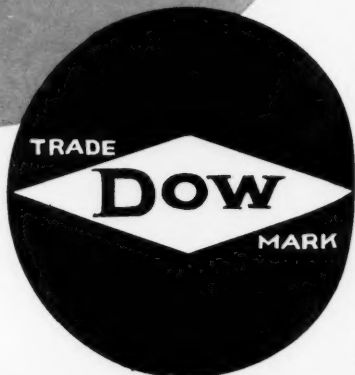
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JUNE
1930

SOAP

The Editor's Page

Volume Five
Number Ten

Avoiding Competition

DEPARTMENT store toilet goods counters cannot compete with the chain grocery and drug stores in the sale of nationally advertised toilet soaps, if we are to believe an advertisement which appeared recently in a retail toilet goods publication. At the same time, according to the same authority, the difficulty in popularizing imported toilet soaps lies in the high prices at which they sell. The department store soap counter is thus pictured as midway between the devil and the deep blue sea. The solution of the problem is in a lower priced imported line of toilet soaps,—soaps of a quality equal if not superior to the domestic, according to the advertiser, and at competitive prices,—which are therewith offered to the department store buyer.

The advertisement goes on to advise the department store to get away from the highly competitive domestic toilet soaps, to quit selling them at prices below wholesale cost, and to put in and push French soaps, which American women will buy in preference to the domestic soaps anyway. It also states that running special sales on domestic soaps is not a solution of the problem as these domestic soaps are *not good enough* to build repeat business.

Interesting as all this may be, the department store is hardly in a position to ignore the millions of dollars which are spent annually by American soap makers in national advertising. Much the same applies to the independent drug and grocery store. They stock many domestic toilet soaps, not because they want to, but because demand compels them to do so. That most of the independent dealers and many department stores are antagonistic to well-known domestic soaps, is a fact. That the local chain stores can, and do, sharply undersell them, is the basis for their complaint. They blame the manufacturers, and they take every opportunity to damn the soaps in question.

There may be justice in the retailers' complaint, and there may not. His may be merely another voice in the wilderness of new competitive conditions. Be that as it may, the attempt of an importer to capitalize this retailer an-

tagonism may be shrewd business, but it must reckon with the advertising millions of the soap industry. The department stores may be sold on the idea, but that is not selling a public which has acquired the habit of buying advertised goods.

Scarcity of Fats?

LOOKING back over the commodity markets for the past fifteen years including the war-time period, we can recall no instance where overproduction and excessively depressed prices were not followed by a period of shortage and a swing of the price pendulum to extremes on the high side. In this connection, we note with interest the opinion of a broker, who recently predicted a shortage of oils and fats, especially in coconut oil, before the end of 1930. His opinion was unbiased inasmuch as he is neither producer nor consumer, and really without interest in the fluctuations of the market. He laid the present depression to overproduction generally and to a fifty per cent increase in the whale oil yield this year. Steps to cut down production, drastic steps, he pointed out, have already been taken. He looks for a world-wide reduction of output to be carried too far and for too long, as is usually the case.

Based on previous market experience, this opinion would ordinarily be correct, but during the past few years, oils and fats seem to have been somewhat enigmatical in their conduct. The fact that one fat can be substituted for another in numerous instances in soap manufacture, has given buyers an opportunity to shift their attention when the occasion required. Scarcities of one oil have not always brought quick price movements in that commodity. Large oil and fat buyers have apparently acquired a technique which prevents sellers from pushing up prices too fast or too far. Postponed purchasing has too frequently shaken the confidence of sellers and tripped up what at first glance appeared to be the beginnings of a strong upward movement of prices.

Insecticide and Disinfectant Review Begins on Page 91

From whatever angle the present oil and fat situation is looked upon, the fact remains that the potentialities of the market are loaded with dynamite for the buyer. There is little likelihood of prices going appreciably lower. When, where, and how much of a rise, if any? Therein lies the dynamite. A scarcity of all fats? Something for time to tell.

Glycerine

BASICALLY the glycerine situation looks better, according to one of the leading glycerine authorities of the country. Low prices of the past year, although they have left little profit in recovery and refining, have done much to stimulate consumption. Reports from various quarters indicate that shipments to consumers have been large for several months past, and show an inclination to expand. In fact, some of the larger producers have been buyers during recent weeks. Present stocks of glycerine are smaller by some nine million pounds than at the same time last year. To date, imports of glycerine this year have fallen some seven or eight million pounds behind 1929.

The present glycerine market is showing a firmness which has been conspicuous by its absence for many a moon. It seems to be pointing for a stronger position in the Fall when the anti-freeze demand reaches full proportions. Some wise buying for that anticipated demand is reported taking place now, although the bulk of the current demand is supposed to be for immediate consumption. An advance in price is not unlooked for in the Fall or before, although it seems that producers do not anticipate any sharp upward movement. On the other hand, there are those who do not believe that there will be any material change in prices or market conditions by Fall in spite of the reduction of imports and stocks.

Irrespective of what the actual condition of the market will be next Fall, we have noted more optimism recently than for almost two years. We know that some producers have been buyers of late, and that consumption has eaten into stocks. An outlook for a stronger market is our natural conclusion from these facts.

Numerous small plants in Nicaragua engage in soap manufacturing, the total output of which is estimated at over 2,500 tons yearly by United States Department of Commerce. Trade estimates on the amounts of raw materials used for this industry, which are all imported, place the caustic soda at 500 tons, sodium silicate at 500 tons, rosin 150 tons, soda ash 15 tons, talc

1 ton, sodium bicarbonate 50 tons. Rosin, talc, and fats come chiefly from the United States, while the alkalis are from Great Britain.

Junk!

ACCORDING to an engineer well versed in modern soap plant practice, there is too much machinery and equipment still doing duty in soap factories, and in oil and fat refineries, which should long ago have been consigned to the junk pile. Boilers, tanks, kettles, mills, piping, packaging equipment, dryers, and other machinery were mentioned by name. One instance was pointed out particularly, the case of a soap plant, the owners of which had steadfastly refused year after year to put in two much-needed boilers to replace two which had long since outlived their usefulness. They took it out in patching up the old wrecks, until not so long ago, within a few days of each other, the two old-timers gasped their last and refused to make steam any longer. The several weeks' delay in replacing them at a time when they were most needed, cost a great deal more in dollars, time, and delayed production than the entire cost of the equipment if it had been put in when first needed.

Breakdowns from patched up machinery and equipment are all too common. And it seems that these breakdowns always come at a time when they can least be afforded. That it is shortsighted policy to save one dollar this year and spend out two next year for the same thing, goes without saying. Yet there are hundreds of plant owners who do it year in and year out. Those who would not bet a nickel at a thousand to one on a broken down plug in the Kentucky Derby, will gamble the efficiency of their plants on a lot of patched up machinery. And the odds are a hundred to one against them in modern competition.

In this American soap industry of ours, we are told that there is still enough junk operating to be melted up and make a couple of first rate battleships. Be that as it may, experience proves that the cost of de-junking a plant does not come as high in the long run as keeping the junk running, with the ever-present attendance of faithful mechanics, until it emits its last gasp.

One of the best markets in Europe for American toilet preparations, dentifrices and cosmetics is Denmark. Statistics for the past seven years show that Denmark has purchased an increasingly greater amount of these products year after year. Purchases during 1928 amounted to \$218,000.

ROSIN—

The Market Outlook



On March 31, the American naval stores industry closed what has been one of the most unsatisfactory seasons it has gone through in recent years. Production and consumption were increased during the year, but prices dropped steadily. Quotations on all grades were approximately one dollar a barrel lower on March 31, 1930, than on the same date in the previous year. In the past two months, since the start of the 1930-1931 season, arrivals of new stocks have caused additional declines in quotations. N grade gum rosin was sold at \$7.75 bbl. late in May, as compared with \$9.15 bbl. in May, 1929, and \$10.50 bbl. in January, 1929. The general business decline all over the country during the last quarter of 1929 and the first quarter of 1930 is held responsible for the current drop in prices.

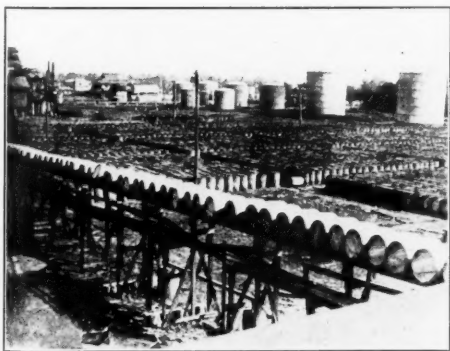
A lack of demand, both domestic and foreign, brought the naval stores market its worst months, November and December of 1929. The exceedingly low prices, however, aroused new buying interest, with the result that sales picked up considerably in January and February, 1930. Manufacturers of soaps, particularly, entered the market to anticipate their future needs and take advantage of the unusually favorable offerings which were available. Export trade was also stimulated by



From waste stumpage such as this, wood rosin is being produced, at the same time clearing the land for useful agricultural purposes. Photo courtesy Hercules Powder Co.

the low quotations, and an increased volume of sales was reported generally.

Users of naval stores are now looking to the future in an attempt to forecast the coming movements in the market. A representative of *Soap*, who recently sounded out sentiment in the rosin industry, reports that while the trade expects a continued weakness in the market for the immediate future, there is a general belief that prices will soon turn upward again. Producers are admittedly not now making a profit, and cannot long continue to sell at present prices. Natural economic laws will soon exert their effect, and by forcing some of the weakest producers out of business, are expected to reduce production. This reduction in the supply will inevitably bring about an upswing in the price curve. According to producers, the rosin market has always run in cycles, and it was in the investigation of the cause of this cyclical movement in the rosin market that a most interesting situation was uncovered.



Thousands of barrels of wood rosin in storage at a Hercules plant.

PRODUCERS of gum rosin enter the business by obtaining three to five year leases on the "scarring" rights to tracts of pine trees. The producer pays a certain yearly sum for the right to scar the trees and collect the gum. The cost of his collecting equipment and re-



Tons of dried pine stumps, the raw material for the manufacture of wood rosin, in the storage yard of the Newport Pensacola plant.

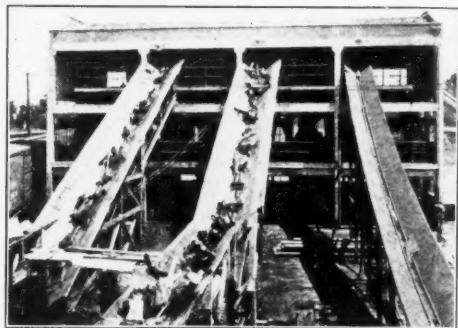
fining machinery is comparatively small, the principal item of expense being the amount paid for the scarring lease. With long term leases, a producer may find, along toward the end of his term, that he is not making money, chiefly because of a drop in naval stores prices. He has no option to stop production, but must redouble his efforts to collect enough gum to meet the costs of his lease. This invariably leads to overproduction and still lower prices. The chance to change comes only at the end of the period of the lease. In an unprofitable market, few leases are renewed, and production is thus reduced rather suddenly.

This is the situation which is now confronting the producers of naval stores. It is estimated that the market return on a unit of naval stores ($3\frac{1}{3}$ bbls. of rosin and 1 bbl. of turpentine) must be at least \$70, for the producer to meet expenses. According to this standard, the last profitable season was in 1926-27 when the return was about \$106 for one unit. In every season since then, the return has been below the \$70 minimum. During the 1929-30 season, the average return per unit was only \$62.38. In an attempt to save what they could out of the cost of their leases, producers have increased production in the last three seasons.

Between 1916 and 1927, production had never gone higher than 1,881,000 bbls. of gum rosin in one year, but in the 1927-28 season, the total was 2,165,000 bbls., in 1928-29, 1,865,000 bbls., and in 1929-30, 2,065,000 barrels of 500 lbs. each, according to *Savannah Weekly Naval Stores Review*. This increase in production brought a surplus of stocks and unprofitable prices. Producers have lost heavily, and it is safe to assume that those whose leases expire this year will not be over-anxious to

renew them. Production will unquestionably be reduced considerably, and the price curve will in all probability again turn upward. The readjustment is inevitable. It is a little tardy perhaps, but this may be charged to the long term leases which have caused a lag in the adjustment of supply to demand.

THE entrance of another factor into the situation has caused further complications. Producers of wood rosin have recently perfected their refining processes, and now offer light grades of wood rosin which are

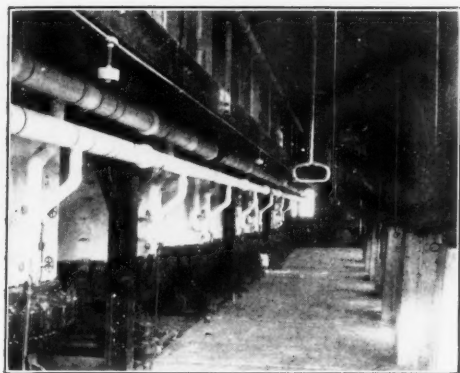


Conveyors handle the large tonnage of broken pine stumps from the storage piles to the processing equipment at the Hercules naval stores plant.

competitive with the light gum grades. Wood rosin which was formerly produced only in the real dark shades, is now available in almost transparent form. Finding a demand for these new grades of wood rosin, the producers have increased production recently, and have offered aggressive and scientific competition to the gum rosin sellers.

In the 1929-30 season, 466,787 500-lb. bbls. of wood rosin were produced, as compared with 431,654 bbls. in 1928-29 and 409,474 bbls. in 1927-28. The consumption of wood rosin during the past year has increased even faster than the production, for besides taking the 466,787 bbls. produced in 1929-30, consumers also drew out enough material to reduce stocks from 128,665 bbls. on Mar. 31, 1929, to 91,498 bbls. on the same date in 1930. Total consumption during the past year must have totaled slightly over 500,000 bbls. Consumption during 1928-29 was only about 400,000 bbls., for about 30,000 bbls. of the 431,654 production that season went into the building up of stocks from 98,101 on Mar. 31, 1928 to 128,665 bbls. on Mar. 31, 1929. Production during the past season increased approximately 35,000 bbls. or 8%, while consumption of wood rosin increased 100,000 bbls. or 25%.

The reasons for this increase in the use of wood rosin are easy to trace. Wood rosin is cleaner than gum rosin, is scientifically produced, and so is preferred in almost all industries. The producers have been alive to the needs of consumers, and so have arranged to sell them in drums of a standard size rather than in barrels which are irregular in size and weight. Wood rosin producers have also made it possible to buy their product on a net weight basis, so that consumers may know exactly how much their rosin costs them. Gum rosin producers still sell by gross weight, and the buyer never knows what part of his purchase is rosin and what part represents the useless weight of the barrel. Users of gum rosin have also turned to the wood rosin market as a stabilizing factor which may be used to control the fluctuations of the gum rosin market. Users want stabilized prices and the assurance of a dependable supply of rosin at a reasonable



Showing a floor in an extractor building of a Newport plant. Photo courtesy General Naval Stores Co.

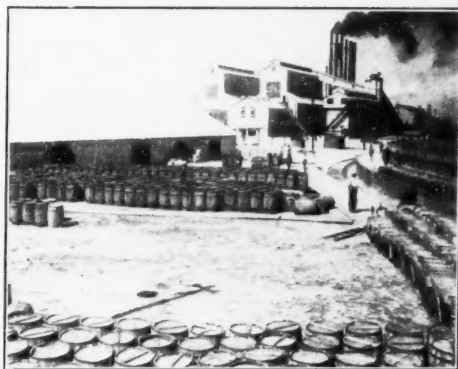
price, so that their manufacturing processes may be definitely mapped out ahead of time.

ANOTHER explanation of the increase in the use of wood rosin may be found in the research which is being carried on by its producers to extend the use of rosin into other fields. New uses are continually being sought, and have been found in such fields as the manufacture of electrical insulation, and the emulsification of asphalts. Use of rosin in the soap, printing ink, linoleum and paper size industries is being extended. Little work of this nature has been done by the decentralized gum rosin industry, although the Pine Institute has attempted to lead the way, and has established a research fellowship at Mellon Institute.

The opinion has been expressed that a central organization should be formed where each producer would contribute to a fund to be used for the development of new markets and the extension of the use of rosin in industry. Since there are only two large and three small producers of wood rosin, they can cooperate in this work and can also control production when ruinous over-expansion is threatened. In the gum rosin industry, however, there are between twelve and fourteen hundred producers, and little can be done for the good of the group unless a centralized body is formed to act for them. There was some talk of forming such a body which would supervise the gathering of gum and operate central distilling plants, but it was found impossible to get the industry together.

The two branches of the rosin industry, the gum and wood producers, are clearly outlined as opposing factors, struggling for control of the market. On the one hand are the producers of wood rosin, part of a gigantic chemical industry composed of few members, having all the facilities of the chemical research laboratory at its disposal, and well able to control production. On the other hand, are the producers of gum rosin, many in number and scattered over a wide area of land, a farming industry which clings to old methods and old ideas and has not yet been able to work out a method of controlling production. Unless new factors come into the situation the outcome should be easy to predict.

ESTIMATES as to how largely the new FF grade of light wood rosin has replaced the M, N, WG, and WW grades of gum rosin in the soap trade vary considerably. One (Turn to Page 85)



At the plant of the Newport Company, Pensacola, Fla. Finished rosin in barrels awaiting loading and shipment.

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Say you saw it in SOAP!

A Soap Market in Central America

A Study of Conditions in Costa Rica and Their Effect in Stimulating Home Production of Cheap Soaps

By RUSSELL R. VOORHEES

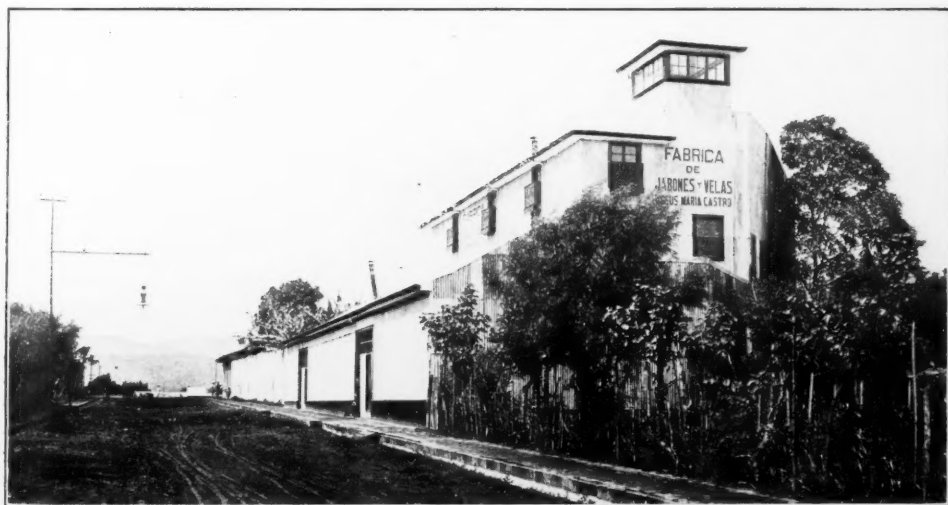


IN few places in the world is the same economic situation responsible for the two extremes, the creation of an increased market for a cheap home produced soap and the creation of difficult conditions for such an industry to meet. Look at the situation from a soap angle in Central America. See exactly what is happening down in Costa Rica, for example. To understand the situation, we must go back several years. In those days, the peso or Colon, as it is called in that country, was worth roughly fifty cents gold. Business went along on an even keel. One day, a bad president came in by a coup d'état. He stayed just about long enough to gather up the gold reserve of the country and escape to Paris. In order to save the country

from ruin, the Colon was stabilized by the Costa Rican Congress, at four to a gold dollar, where it is today.

The direct results of this revaluation of the monetary unit of the country has been, first to encourage home industries, and second, to make it difficult for these home industries to carry on because the people have only a limited amount of money to spend. Thus, the factories, soap factories included, have an economic battle on their hands, trying to keep production up to a level that makes manufacturing profitable, and to sell their soaps even with an increased demand for the cheap grades.

There are a number of soap factories in Costa Rica, practically every city having one or more. The truth of the whole matter is that there are more in operation than the



The largest Soap Factory in Costa Rica, located at San Jose, with a production of 1400 cases of laundry and toilet soaps per month.

country can afford to sustain. Yet, somehow or other, they manage to hang on and return a profit apparently sufficient to warrant continuance. The factories as a whole are devoted to the making of a cheap laundry soap for which there is a good sale in Costa Rica. Only a few, a very few of the factories try to do anything better than produce laundry soap. For that reason, the Limon Soap Factory, owned and operated by Francisco Garron in Puerto Limon, attracts attention because it is producing a perfumed hand soap. True, the soap that is turned out by the Limon factory is not of the highest quality by any means, but it is the best attempt that is being made in the country. One or two other factories are making a perfumed hand soap but the product of the Limon factory takes first rank.

Perhaps the best idea of exactly what this perfumed soap, as it is called, is like can be gained from the formula followed in its manufacture. Tallow to the extent of 75 per cent and coconut oil for the remaining 25 per cent are the basic ingredients. To the above is mixed caustic soda to the extent of 30 per cent. This perfumed soap is made in six colors and perfumes, each color being a different perfume. There is a green which is an imitation of the green hand soap that is made in Germany and which is quite popular in Costa Rica. The yellow is perfumed with cloves, the white with a flower combination, the rose with a rose perfume, the orange with another flower combination and the violet with violet. This soap is made in four-ounce cakes, oval in shape much like many of the soaps of the States, France and Spain. It wholesales from the factory in Puerto Limon for sixty Colones or fifteen dollars gold per gross. The retail price is seventy-five centimos or eighteen and three quarters cents gold a cake. This perfumed soap sells all over the country, yet its sale is limited since the people prefer the imported soap even though higher priced. And the people who are too poor to buy the better grade of imported perfumed soap are usually too poor to buy this. They must content themselves with the home produced laundry soap as crude as it is. Considering the price of imported soaps, however, this is good value in Costa Rica. It is neatly boxed with one cake of each color in a box which makes a very pretty combination for display.

Right here it might be well to indicate that all import duties in Costa Rica are based on gross weight including the weight of containers and cases. Soap, a heavy article to begin with, suffers somewhat because of this. The duty on perfumed soap is three Colones

and forty centimos a kilo which materially adds to the retail price of the soap by the time it reaches the store. Thus a very small cake of imported French toilet soap retails for a Colon a cake and a still smaller cake of the popular green German made soap sells for seventy-five centimos a bar. Thus the perfumed soap of the Limon factory is reasonably priced when it is considered that it is some four times larger than the cakes selling for a Colon and made in Europe.

Besides this perfumed soap, the Limon Soap Factory makes the regular laundry soap and candles, a side line in many soap factories, in Costa Rica. The laundry soap is the customary common variety which is made by many other factories and which we will consider later on.

IN San Jose, the capital of the republic and about midway between the Caribbean and the Pacific, we find the largest soap factory in the country, known by the unassuming title of the *Fabrica de Jabones y Velas de Jesus Maria Castro V.*, which means, in English, the "factory of soaps and candles of Jesus Maria Castro V." This factory is housed in its own building, has a production of 1,400 cases of soap a month, and because of this large production, does not operate all the time.

Considering the condition of the country and the difficulties with which a factory operator has to contend, the factory of Mr. Castro is quite modern. Laundry soap is the leader, both in production and sale. This is marketed under two brands, one being known as *Jabon Campana* and the other as *Jabon Mariposa*. The first in English means *Bell Soap* and the latter *Butterfly Soap*. The *Jabon Campana* is a natural color, a sort of dirty yellow. The *Jabon Mariposa* is a blue soap, thus its name, *Butterfly Soap*, there being stripes or streaks of a dirty white running through the bars in resemblance of butterfly wings. The formula for these two soaps differs a bit. The *Jabon Campana* is made of carbonate of soda, caustic soda, rosin and tallow whereas the *Jabon Mariposa* is made of tallow, coconut oil, caustic soda, carbonate of soda and blue coloring.

The prices, both wholesale and retail, for this soap are quite interesting. The *Jabon Campana* is put up in twelve and a half ounce bars and sells at retail for fifty centimos of a colon for a bar. Retailers, however, will cut the bar and sell half of it for twenty-five centimos, the wrapper that is used being so printed that the retailer needs but cut on the line to have two cakes each of which is equal and has a similar label. The wholesale price of this soap is twelve and a half Colones for

a case of twenty-eight bars. On a hundred cases or more, the price is dropped to eleven Colones a case.

Jabon Mariposa is put up in ten and a half ounce bars and retails for forty centimos a bar. The retailer, however, on this soap is a bit more lenient and will cut it into quarters, selling a quarter of a bar if the customer desires. The quarter cakes sell for ten centimos, the price not advancing for the extra work in cutting. Like the other label, this label is printed so that in cutting the dealer need but cut on the line and the piece of soap sold has its own label, complete with all necessary sales talk. The wholesale price of Jabon Mariposa is eleven Colones for a case of thirty-five bars with the price ten Colones a case on lots of a hundred cases or more.

This factory turns out two other soaps, quite ordinary in formula, but meriting attention. One is known as Jabon Gaviota and is a white floating bath soap on the lines of *Ivory*. It is made of tallow, coconut oil, caustic soda, carbonate of soda and citronella for perfume. The other product is known as Jabon Globo and is a red antiseptic soap. It is made of tallow, coconut oil, caustic soda, palm oil, carbonate of soda and a red coloring matter.

THE Industrial Soap Co., of which Agustin Castro A. is manager, is another large outfit in Costa Rica, large when the size of the country is considered. This factory has a total production of 36,000 cases of twenty-five pounds per year. It is divided between two brands, one of which is known as Palmera of which 28,800 cases a year are produced. The other is known as San Luis and has a production of 7,200 cases a year. The soap known as Palmera consists of 75 per cent tallow and 25 per cent of coconut oil. To this mix 21 per cent of the mix in caustic soda is added and later 9 per cent of carbonate of soda. Still later 1½ per cent of prussiate is added for blue coloring. The percentages of these three latter ingredients are based on the first mix of tallow and coconut oil. The San Luis brand is somewhat different. It consists of 60 per cent tallow and 40 per cent rosin to which caustic soda to the extent of 26 per cent of the mix is added.

Both of these two laundry soaps are packed in three sizes of cakes. There is the ten ounce cake, the thirteen ounce cake and the twenty-six ounce cake. Of the first, there are thirty-eight cakes to a box. Of the thirteen ounce variety, there are thirty cakes and of the latter there are fifteen cakes. The wholesale price of each soap is forty Colones or ten dollars gold per hundred pounds. If twenty-five or more boxes are taken, the price is shaved down to

nine fifty per box. Both wholesale and retail at the same price. The retail prices are thirty-five centimos for the ten ounce cakes, forty centimos of a Colon for the thirteen ounce cakes and eighty centimos of a Colon for the twenty-six ounce cakes. The Industrial Soap Co. has been in business for some four or five years and today sells its product, confined to these two laundry soaps, in all parts of Costa Rica with the largest sales, of course, being in San Jose.

Another interesting combination in San Jose is the firm of Martinez & Co., this firm being chiefly in the wholesale business, handling groceries and a general line of merchandise. As a side line, this firm operates a candle factory, a soap factory and a macaroni and noodle factory. Needless to say it pushes its soap product in its wholesale house with considerable success. The production of the soap factory is limited to laundry soap.

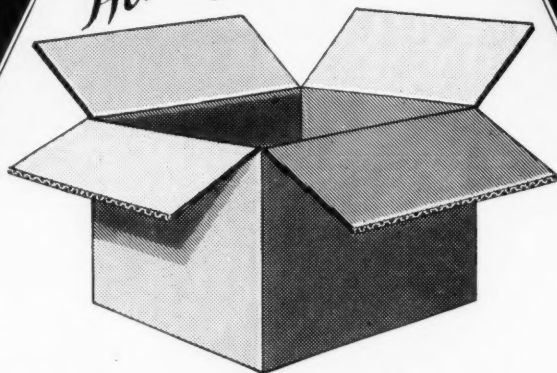
Juan Jose Leon, a Chinese, also operates a soap factory in San Jose and another in Puerto Limon, the one in Puerto Limon, however, being a part of another business, which includes a wholesale business, a tannery, a brick factory, a bakery, a building material business, a butcher shop and a dairy farm. Mr. Leon in his two factories makes an attempt at something better than a laundry soap, laundry soap, however, being the chief product. His hand soap is known as "Perfum de Oriente" and is a green hand soap in imitation of the popular German-made green soap. It retails for forty centimos a bar, the wholesale price being four Colones a dozen bars. It is a soap about on a par with the other perfumed soaps made within the country.

SCATTERED around the country there are smaller soap factories that, contrary to what one might expect, make a greater variety of soaps than do the larger factories in the main cities. Their production is, of course, limited to laundry soap, but many of these make three or four kinds of laundry soap. For instance, the factory known as La Industrial in Heredia makes two kinds of yellow laundry soap, a blue and a black. This factory is owned and operated by Pedro and Victor Viquez in the little city of Heredia about fifteen miles to the west of San Jose. The factory has a capacity of 4,000 to 5,000 boxes of twenty-three pounds each per month. All boxes are packed twenty-three pounds net. Although the prices for these different soaps vary, the ingredients are the same, varying only in proportions. Tallow, rosin, caustic soda and palm oil form the table of contents for these soaps.

Prices in these smaller factories are a bit
(Turn to Page 85)

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Product Uses and the TRADE MARK

Part II

The Case of Procter & Gamble and "Oxydol" Against the Registration of "Oxol" by J. L. Prescott Co.

By WALDON FAWCETT



THE case of the Procter & Gamble Company against the J. L. Prescott Company, in which the name "Oxol" for a sodium hypochlorite bleaching, cleansing, and disinfecting compound is held to infringe the name "Oxydol," the P. & G. soap product originally made and marketed by William Wialtke & Co., St. Louis, has thus far resulted

in a line being drawn between the two types of products by the Patent Office. The Government naturally will not sanction the use of the same trade mark or similar mark by two companies in the same line of trade, but it does agree to the use of similar trade marks on different classes of goods. In upholding the right of Prescott to use the word "Oxol," the Commissioner of Patents has automatically assigned the products to different classes. It remains to be seen whether this division will hold when the case comes before the Court of Customs and Patent Appeals which it will do inasmuch as an appeal has been taken by Procter & Gamble from the decision of the Commissioner of Patents.

This plan of rationing trade mark owners, each to his own commodity zone, opens the door for sundry complications, or, at least, for uncertainties and misunderstandings. Things have been all the more messed up in this respect as branding has become more general in all lines and as the number of firms in each commodity line has increased. The number of obvious, popular brand names of widespread appeal is not great and, as more and more manufacturers try to share in the use of the more favored forms, the task of determining zone limits grows all the more complicated.

The soap field has always been one wherein the Federal censors found their own troubles when they have attempted to determine which products are kin. Years ago, the debate began with a discussion as to where the boundary line

lay between soap and toilet goods. Pointedly, came the question whether toilet soap was in the same category as laundry soap. From that beginning, the battle raged in various directions. For example, there has been the unending controversy as to whether the monopoly on a soap product name gives its holder control of the use of the caption on cleansing preparations and on the mediums for dyeing incident to laundering. The question of the moment is the one which seeks cleavage between soaps on the one side and, on the other, the diverse line of cleansers, disinfectants and deodorants.

In explanation of why the Governmental arbiters have tackled this legal problem, readers of *Soap* will bear in mind that it is not solely a decision as between two existing lines that is demanded. Under certain circumstances, it has been difficult enough to split the hairs between soaps, cleansers, and bleaches. But also to be reckoned is the Federal responsibility of so setting the dividing fences that every trade marker,—particularly the prior or pioneer trade marker, shall have ample room to grow. The owner of a soap mark may be starting business in rather a small way. The Government, as guardian of the trader's mark, is supposed to discount the future and save for that infant industry a trade mark range that will allow for any normal extension or logical expansion of the business.

As has been said, there is nothing new, except as to details, about these squabbles over the lay-out of the commodity map in the soap sector. The umpires have been handing down decisions, more or less epoch-marking, since the day when they ruled that shampoo preparations and laundry soap were goods of the same descriptive properties, and since washing powder was lined up with metal polish. Sometimes the referee has been confronted by some special slant of the main issue as when the question was raised whether there was not a technical difference between soluble powder, containing

no grit, sold in barrels, and scouring soap sold in cakes.

The one outstanding fault with most of these object lessons in the past has been that they have been too inconclusive. The parties to a dispute over trade mark territory have in many an instance accepted the arbitration of the U. S. Examiner of Trade Marks, or have gone just one notch up to the U. S. Examiner of Interferences. Now and again, over a period of a quarter of a century, one rival claimant or another has carried his grievance to the U. S. Commissioner of Patents as when, for example, that authority ruled that a germicide used in sweeping should be classed with washing and starching compounds. But all such rulings are, in a sense, the expressions of individual opinion and a new appointee to a censorial post is liable to overrule his predecessors unless bound rigidly by mandate of a Federal court.

THE case in question is where the persistence of the Procter & Gamble Company in appealing is expected to perform a service, indirectly for the benefit of the entire industry. The Cincinnati concern has crossed swords with the J. L. Prescott Company in a duel that, because of the issue involved, would be mighty interesting for trade bystanders no matter in what judicial arena it was staged. But the big news of the moment is that Procter & Gamble, having lost out in the preliminary bouts, has determined to carry the case on appeal to what is, in effect, the court of last resort, thereby obtaining a precedent that will probably be "controlling" for the industry for some time to come.

As though to provide for just this contingency, Congress, only a year or so ago, set up at Washington the Court of Customs and Patent Appeals, a special tribunal that is empowered to review the decisions of the U. S. Commissioner of Patents and to provide, via the opinions on appeal, a code for the future administration of the trade mark registration system. It is to this Appeals bench that Procter & Gamble has resorted. By all expectations, the decision which this body will give later this year or early next year should be final. It is just possible to carry a test case of this kind to the Supreme Court of the United States. But so seldom will the Supreme Court bother its head with business bumps that do not involve basic constitutional questions that it is a fair guess that we are beginning the last chapter of a soap classic.

Now for the gauge of battle which is, after all, what is of most immediate interest to every member of the industry who desires to apply the authoritative measuring stick to the circum-

stances of his own private business. Procter & Gamble challenged the Prescott Company as soon as the latter made application at the U. S. Patent Office for registration of the trade mark "Oxol." The Prescott Company, which has its place of business at Passaic, New Jersey, sought authority for the exclusive use of its mark on a line of germicides, deodorants, etc. Procter & Gamble claimed superior rights to this type of trade mark by virtue of the registration to its predecessor, Wm. Waltke & Company of St. Louis, of the trade mark "Oxydol" for soap.

From the time that the censors at Washington began their appraisal of the allegedly conflicting marks, it was apparent that the decision must hinge on whether or not the reminiscent brands were in use on goods of the same class. As to the coined words, there was plainly a *similarity that might provoke trade confusion if the two names be used side by side* on alternative products. Both names have the same beginning and ending. The differences would scarcely suffice to distinguish them to hurried, heedless, casual everyday purchasers if the respective brand-bearers were in direct competition or if the buying public might consistently suppose, from the name-echoing, that one product was made by the manufacturer of the other.

WITH the issue thus narrowly focused, it was up to the Prescott Company to sustain its contention that "Oxol" belongs in an entirely different commodity environment from the soap-mark "Oxydol." And, it must be admitted, that up to date, it has made a good job of it. The Prescott justification is that their article is a liquid chlorine solution (sodium hypochlorite) and is intended as a disinfectant, germicide, deodorant, sterilizer, cleanser and bleach. It performs its work chemically without the aid of mechanical agitation whatsoever.

As in the case of some other manufacturers who have recently been in trade mark jams in the soap field or environs, the New Jersey corporation has sought an alibi, disproving soap affiliations, in the descriptions and directions printed on the label surrounding the bottle. The instructions for use specify that "Oxol" is to be diluted in *cold* water. In the laundry it can be used on nothing but white clothes, except that in some instances, stains may be removed from material having very fast colors. In the latter case, however, more than a momentary subjection of the article in the solution will bleach the colors so that use on anything but white material is virtually impracticable. For white clothing, the Prescott defense represented "Oxol" as a powerful

bleach having in laundry work, the same use as "Clorox" which was stated to be as prominent in its own sphere as "Ivory Soap" is among soaps.

TO date the "Oxol"- "Oxydol" mix-up has been on trial before two tribunals at the U. S. Patent Office. First, the Examiner of Interferences sat in judgment. Then the Commissioner of Patents heard the case. At both hearings, the Prescott Company's representatives did everything possible to portray the similarly-named products as a picture of contrasts. It was stated, by way of guaranty against trade confusion that "Oxol" is not a soap, nor a detergent, nor is it intended to take the place of soap. Its introduction into water produces no suds. It cannot, as per warning on the label, be used on silks or wool fabrics and must be used in cold water, just the opposite of "Oxydol" which carries the specification "use warm or hot water." In the show-down at Washington, the Prescott spokesmen did not deny that "Oxol" was useful as an adjunct in removing from white materials, fast dirt, greases, stains, scorchs, mildew and the like. But the intimation was that its true fort was that of a general cleanser for washing floors, woodwork, etc., and for cleansing and deodorizing toilet bowls, drain pipes, garbage cans, and the like.

This attempt to establish different characters and uses for the two specialties apparently convinced the Examiner of Interferences, and he brushed aside the "Opposition" of Procter & Gamble and ruled that the Prescott Company was entitled to register its mark for its line. The Interference Examiner seemed to think that the two products possess only one property that is common to both and that, with the "Oxol" directions covering such household equipment as bath tubs, sinks, refrigerators, kitchen utensils, tiling, linoleum, etc., there was no "reasonable possibility" that confusion in trade may be likely.

WHEN the Procter & Gamble Company appealed from the Interference Examiner to the head of the Patent Office, the skirmish was all the livelier. The testimony of executives, advertising men, retail grocers, etc., was introduced. Much was made of the point that a product which could not be substituted for another of similar name in over-the-counter sales, might be interchanged in filling telephone orders. Weighing all this evidence, the Patent Commissioner upheld his subordinate. He acknowledged that "the respective goods have certain uses in common" but the primary uses of the two are different. He felt that these

primary uses are controlling and that the likelihood of confusion was too remote to deny registration to the junior trade mark.

The decisive battle in the Appeals Court will bring to the fore certain considerations that are of utmost significance to the industries involved and which have not been presented in so clean-cut a form in any previous case in history. One of these high lights asks the question:—Is the danger of trade confusion eliminated when the otherwise confusable products are put out in dissimilar containers?

Answering in the affirmative, counsel for Prescott will stress the fact that "Oxol" compound is marketed in a glass bottle containing 15 ounces while "Oxydol" is sold in a 9½ ounce pasteboard box. Depositions will be introduced from representative grocers in New York, Pennsylvania, and New Jersey to the effect that if, in accordance with ordinary retail practice, one article is placed with the bottle goods and the other with the package stock, there should not be any confusion. Procter & Gamble, for its part will resist the theory that much dependence for avoidance of confusion can be placed on mere differences of package form. It will be cited that Procter & Gamble put out Ivory Soap in five different forms,—three sizes of cake soap and two size packages of chips, and that Palmolive puts out in diverse containers its soap, shaving cream and shampoo.

In the final hearing the Prescott Company will charge that Procter & Gamble wish to rid the market of "Oxol" so that the Cincinnati house may place on the market a liquid preparation under the trade mark "Oxydol" or a similar name. Each of the contestants will try to show that it has spent so much money in established its brand name that it is entitled to ample protection for the cultivated good will. Upward of half a million dollars is claimed to have been expended in advertising "Oxol" and the advertising appropriation for "Oxydol" is understood to have reached several hundred thousand dollars a year.

The issue, as it is now precipitated, is sharpened by the fact that the development of soap powders and soap chips bring the soap group closer in some respects to other near-by commodities than would be the case if the only translation of soap were in the old conventional cake form. The defendant will insist, however, that a soap powder is not a bleach in the ordinary acceptance of that term. By and large, then, the final determination of this contest will rest upon two separate computations to ascertain when differences outweigh similarities. One appraisal will deal with the differ-

(Turn to Page 127)

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SOAP PATENTS

Development of American Soap Manufacture Reviewed Through the Records of Patents

PART IV

By JOSEPH ROSSMAN

THIS is the fourth of a series of articles on soap patents and their relation to the development of the soap industry in the United States. The survey of the soap patents in chronological order, giving a brief extract of each, which was started with the third article in the last issue of SOAP, is continued. The first article of the series was published in the March, 1930, issue of SOAP.—The Editors.

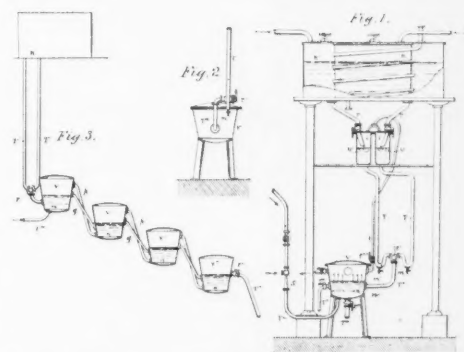
34. Grant 332,606. Dec. 15, 1885. A process of manufacturing soap, consisting in thoroughly mixing the ingredients composing the soap in a close vessel by means of rotary blades, heating by steam, and at the same time applying pressure by means of a hydraulic pump to the mixture.

35. Atkins 339,727. April 13, 1886. As is well known, the various ingredients of which soap is composed must during the manufacture thereof be thoroughly mixed, and it is during this mixing that chemical reaction takes place, by which the various ingredients are converted into soap. It is manifest that anything which will aid or hasten this chemical reaction will be an advantage to the art of soap making. This patent states that a current of electricity forced through the ingredients during the mixing facilitates and hastens this process.

36. Riviere 352,856. May 10, 1887. The process of saponifying, decomposing, or purifying fatty bodies, consisting in heating the reacting liquids and establishing currents of the same in due proportion into and through a reaction chamber, and subjecting them in that vessel to currents of air and steam, or one of them, so as thoroughly to subdivide and mix them.

37. O'Hara 371,093. Oct. 4, 1887. The process of preparing the fatty element of soap in making an emulsion of oil, salt, and water by heat and agitation and subsequently adding additional vegetable oil and animal oil or tallow, the latter being added

slowly after the first have formed an emulsion.



Apparatus for saponifying and decomposing fatty bodies. Patent No. 362,856, issued May 10, 1887, to L. Riviere.

38. McCullough 381,503. Apr. 17, 1888. The process of making soap consists in adding borax to water contained in an open kettle, next adding liquefied caustic soda, coconut oil, and tallow thereto, and heating it to a point from about 190° to 240° F. and rapidly agitating the mass until it becomes homogeneous, next melting a similar quantity of coconut oil and tallow and running it into an open tank and adding to it about the same quantity of liquefied caustic soda as before, and thoroughly mixing this mass, and then mixing the two described masses together with a mixture of silicate of soda and dissolved starch, and letting the whole remain for from half an hour to an hour in the tank, with occasional agitation until the whole mass is thoroughly saponified.

39. O'Hara 394,660. Dec. 18, 1888. The manufacture of a neutral or nearly neutral soap with a large proportion of palm oil, or analogous fat difficult of saponification, by first saponifying it with an excess of alkali, then twice curdling and closing the



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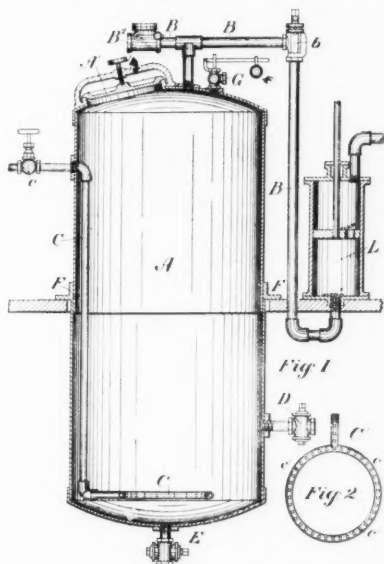
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soap by successive additions first of lye to curd and then of a proper quantity of an easily-saponifiable fat to close, then curdling with salt, then decanting and removing such watery matter as is readily separable, then boiling with an excess of lye, and again decanting and removing the watery matter, as is readily separable, then boiling with an excess of lye, and again decanting and removing the watery matter, after which the soap is closed by boiling with silicate of soda, and may be colored, cooled, and cut for use.

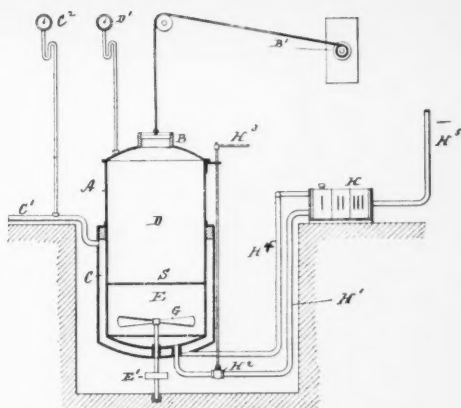
40. **Schwahn 396,343.** Jan. 15, 1889. The method consists in melting the fat, mixing therewith the lye while at a temperature of about 120° F., mixing with this a soap solution made by dissolving twenty pounds of hard soap in one hundred pounds of water at a temperature of 150° F., and then raising the temperature to about 180°.

41. **Crane 413,035.** Oct. 15, 1889. The process of producing an alkaline borax soap, consisting of dissolving ordinary soap, rosin, and sal-soda in water, and in a separate vessel borax and salts of tartar, combining the two at boiling heat and then thoroughly mixing them, adding thereto benzine, which solidifies the mixture.

42. **Mellen 422,140.** Feb. 25, 1890. The process of preparing soap and treating lye consisting first, in precipitating the soap from soap-stock by an excess of aqueous



Apparatus for making soap and carbonic acid. Patent No. 422,141, issued Feb. 25, 1890, to E. D. Mellen.



Apparatus for making rosin soap. Patent No. 660,548, issued Oct. 30, 1900, to F. Arledter.

solution of alkali, whereby the resulting lye is obtained free from salt, and second in saturating the concentrated lye thus obtained with carbonic-acid gas, whereby the alkali is separated as a bicarbonate and glycerine left in solution.

43. **Mellen 424,991.** Apr. 8, 1890. A process for the simultaneous manufacture of soap and carbonic acid from alkaline carbonate or bicarbonate, consisting of mixing the carbonate or bicarbonate with rosin or any suitable organic acid in a digester provided with suitable means both for regulating the chemical action and for withdrawing the gas and spraying the mixture with fine jets of steam.

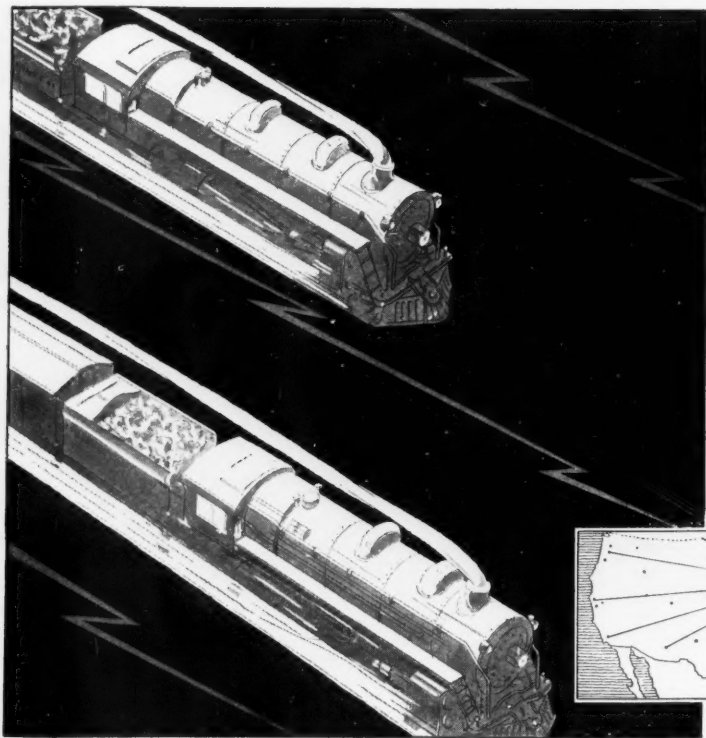
44. **Berry 433,066.** July 29, 1890. The process of making soap consisting in treating pine needles to loosen their covering, boiling them in an alkaline solution, removing the fibers, adding the fatty material to the solution before cooling of the latter, and immediately treating the mass to produce saponification.

45. **Eurich 433,119.** July 29, 1890. Potash soap is made by adding to a fat a strong solution of caustic potash and keeping the mixture at a high heat until a product is obtained which on cooling is a hard potash soap.

46. **Zeitler 452,407.** May 19, 1891. Hard potash soap is made by adding at intervals to fatty material in a liquid state portions of caustic potash solution of not less than 45° Baumé, with agitation of the mixture and without the application of external heat after the first portion of the caustic potash has been applied.

(Turn to Page 87)

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New Cleanser Plant on Coast

Sea-Maid Corporation will purchase the former factory site of Pacific Coast Borax Company at Alameda, California. This was arranged at a meeting of officials of Pacific Coast Borax Company and Sea-Maid Corporation at Fairmont Hotel in San Francisco recently. Clarence L. Travers, president of Alameda Chamber of Commerce, handled the deal. The property consists of 90,000 square feet of ground, 314 feet fronting on San Francisco Bay, and a street frontage of 376 feet. There is a three-story reinforced concrete, fireproof factory building on the property with 28,290 square feet of floor space. This will be remodeled and enlarged and when completed will be the general offices and headquarters of the Company. The Sea-Maid Corporation mines, refines, and manufactures detergents and cleaning compounds. The Company controls its crude material in four extensive mineral deposits in Utah. This is sold to manufacturers of chemicals, cosmetics, tooth paste, soap, etc., and a refined product is sold as a cleaning compound. Contracts have been let to remodel the plant which will employ about 200 people. The building is of heavy construction, and the ground area of sufficient size to assure ample space for growth and expansion. Mr. Solon, head of Sea-Maid Corp., was with Corn Products Company, Great Western Cereal Company, and Quaker Oats Company formerly. The Sea-Maid Company has a temporary office at 360-17th Street, Oakland.

Columbus Trading Co., 25 Cleveland Place, New York, has been organized by Ernest LaRonca to import the olive oils produced by his family's firm in Italy, Francesco LaRonca & Figli. The company has been producing olive oil foots, commercial oil, and edible oil for about 50 years, having marketed in this country through others in the past. Ernest LaRonca, who has been in the United States for about 12 years, engaged in other directions, expects to receive the initial shipment the latter part of this month.

Australia has recently increased the duty on imported polishes of all kinds by 50%, according to Trade Commissioner Earl C. Squire, Sydney.

J. A. Myers, vice-president and general manager of Gillican-Chipley Sales Co., will join Columbia Naval Stores Co. as vice-president on completion of the liquidation of the former company.

P & G Buy J. S. Kirk Assets

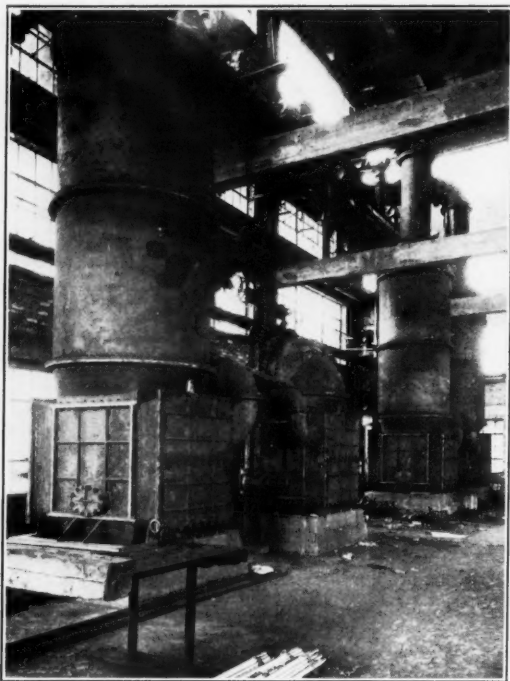
Officials of Procter & Gamble Co., Cincinnati, announced the purchase of the assets of James S. Kirk & Co., Chicago, on June 3. The Cincinnati company had planned construction of a plant in the Chicago district to facilitate handling of its products in that territory, but this move was made unnecessary by the offer of the Kirk interests to sell. The stock of the latter company has been very closely held by members of the Kirk family, and financial reports of the company are not published. It is believed that the purchase price was between \$8,000,000 and \$10,000,000. The annual gross business of the company is about \$13,000,000, and earnings in 1929 were approximately \$1,000,000. James S. Kirk & Co. was established in 1839, two years after the organization of the Procter & Gamble Co. The company was incorporated in 1906 as an Illinois company, successor to a New Jersey company of the same name which in 1900 acquired the soap manufacturing business of James S. Kirk & Co. Procter & Gamble Co. expects to have its Baltimore plant in operation by Aug. 1.

Colgate-Palmolive-Peet Co. recently purchased a five-story brick building at the corner of Hudson and Sussex streets, Jersey City. It was formerly used by R. Hillier's Sons Co. as a drug grinding plant.

The annual outing of the Oil Trades Association of New York was held at Briarcliff, N. Y., June 12. The group of members and guests gathered at Battery Place early Thursday morning where busses were waiting to make the trip to Briarcliff Lodge. Golf was played all day long, and in the afternoon baseball and tennis were added attractions. Both lunch and dinner were served at the Lodge. Albert J. Squier again served as chairman of the entertainment committee.

Lincoln Chemical Co., Anacostes, Wash., has recently been formed by Paul Marchand to produce soap from Pacific Coast kelp. This is the second company in this district to take up the use of seaweed as a raw material in the manufacture of soap.

Stocks of crude cottonseed oil on hand in United States, April 30, 1930, totaled 62,184,052 lbs. as against 80,493,838 lbs. on the same date in 1929. Stocks of refined oil held in United States on April 30, 1930, amounted to 516,700,334 lbs., as compared with 570,716,847 lbs. on the same day in 1929.



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alls are installed as a precaution. Barometric condensers, see illustration at bottom, are used with steam jet vacuum pumps to assure the very highest vacuum that can be obtained for this type of equipment.

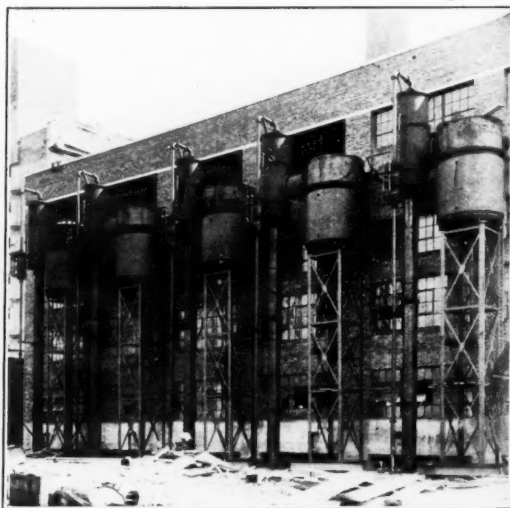
When considering new evaporation, whether for replacement, expansion or an entirely new operation, engineers should consider CECO Criss-Cross Evaporators very carefully, as we can show considerable improvement over the older types.

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The company engineers who had been operating the original CECO unit claimed that tests showed greater evaporation per square foot than the guarantee. Therefore they could install CECO Criss-Cross Evaporators of a much smaller size, and practically pay for them with the saving in floor space alone. Further the original unit had required practically no maintenance expense, as the tubes had never been touched or cleaned and are in very fine condition.

The new units are the very latest development, having large vapor section for the expansion of the vapors, therefore dropping out entrainment, although catch-



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National Oil Building Addition

National Oil Products Co., Harrison, N. J., manufacturers of oil specialties for the textile, leather, disinfectant and other industries, is building a \$250,000 addition to its Harrison headquarters. The new four story building, which will be ready for occupancy in October, will provide 25,000 square feet of additional floor space. It is of modern fireproof, brick



and steel construction. Two of the floors will be devoted to laboratories, and the balance of the space will house the new offices. Metasap Chemical Co., a subsidiary, manufacturers of chemical driers for the paint and printing ink industries, will also be quartered in the new structure. National Oil Products Co., incorporated in 1907, first occupied a small rented building. Only two sulphonated oils and chip soap were manufactured. The soap line was discontinued as the company continued to develop the sulphonated oil end of its business. In 1910, National Oil moved to its present address, with railroad sidings and a wharf on the Passaic River. Metasap Chemical Co. was organized in 1915 and at about the same time a Chicago office was established. Later, branch offices were placed in Charlotte, N. C., and Boston. About two years ago a branch factory was established at Chicago. In addition, the company operates an office and refinery in St. Johns, Newfoundland, and an office in Hamburg, Germany. Officers of the company are Mark A. Richards, president, John H. Barton, vice president, Charles P. Gulick, treasurer, and G. Daniel Davis, secretary.

Newly elected members of the Chemists' Club, New York, include E. M. Queeny, V. E. Williams and R. C. Whitman, of Monsanto Chemical Works.

P & G Kansas Plant Sells Waste

Procter & Gamble Co. recently signed a ten-year contract with the newly formed Kansas City Whiting Co. to sell to it the 1,000 tons a month of lime slurry which it gets as a by-product in the manufacture of soaps at its Kansas City plant. Calcium carbonate is separated from the slurry, dried and ground, and may then be sold in this form or made into finished products. A plant has been erected on the property of Procter & Gamble Co., and at present is turning out a carload of calcium carbonate a day. The Kansas City Whiting Co. is owned by a local group.

Tooth Pastes Recognized by A. D. A.

The Council of Dental Therapeutics of American Dental Association has adopted a set of rules, and plans to establish a class of accepted non-official dental remedies in which may be included any products which satisfy its requirements. Claims must be strictly limited to oral hygiene purposes, and no therapeutic, chemical or bacteriological claims can be asserted. Names which suggest such claims will be barred. The formula of the product must be published, and the council must be supplied with the method of determining the composition of the product.

Effective May 25, the New York State Public Service Commission approved reduced freight rates of 23 cents per cwt. for the New York Central (East) on caustic soda, carload, minimum weight, when in bulk in iron or steel drums, 50,000 lbs., and when in bulk in wooden barrels or in metal cans packed in boxes, cases, or crates, 40,000 lbs., also in tankcars, carload, from Echota and Niagara Falls, N. Y., to Newton Falls.

George C. O'Brien, of Wilmington, has recently been appointed manager of the Chicago office of the naval stores department of Hercules Powder Co. He was formerly assistant sales manager at the home office. J. C. Haile, who has been Chicago sales manager, will undertake special sales work at the Wilmington office of the company.

The market for toiletries in India is at present practically limited to the 250,000 Europeans who represent only 1 per cent of the total population. If sufficient advertising is done there is also a possibility of selling the high class Indian element and the Anglo-Indian population.



REAL ECONOMY

SPENCER KELLOGG AND SONS, international in scope, effects in the manufacture of its uniform and standardized coconut oils all the economy which size makes possible . . . in buying, in manufacture, in distribution.

It buys its own copra, stores it carefully, crushes it in its own mills and ships the oil in its own tank boats to its own refineries. Tests at every point insure uniformity and protect quality.

These economies and careful methods mean a very real money-saving to our customers.



SPENCER KELLOGG COCONUT OILS

Manila Crude
Crystalite
Silver Seal Cochín
Edible
Hydrogenated

SPENCER KELLOGG AND SONS SALES CORP'N

General Offices: Buffalo, N. Y.; New York Offices: Graybar Building; Crushing Plant: Manila, P. I.; Refinery: Edgewater, N. J.

Sales Offices in all Principal Cities

Warehouse Stocks Carried At: Albany, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Detroit, Kansas City, Milwaukee, New York City, Philadelphia.

(Tank Wagon Service in Greater New York)

Say you saw it in SOAP!

Comparative Security Prices

PRICES of stocks of soap, chemical, insecticide, and allied companies as quoted on the New York Stock Exchange, Curb Exchange, other exchanges and over-the-counter, are given in the following table. This table of prices is compiled monthly for *Soap* by a representative of one of the oldest and best-known brokerage houses in New York.

Stock	High 1930	Low 1930	May 1 1930	June 2 1930
Allied Chem.	343	255 $\frac{3}{4}$	320 $\frac{1}{2}$	314
Amer. Agric.	10 $\frac{3}{8}$	5 $\frac{1}{4}$	7 $\frac{1}{4}$	7
Amer. Cyan. "B"	37	24 $\frac{5}{8}$	29 $\frac{1}{2}$	26 $\frac{1}{4}$
Armour of Ill. "A"	8 $\frac{1}{8}$	5 $\frac{1}{4}$	6 $\frac{1}{4}$	6 $\frac{3}{8}$
Bon Ami "A"	78	70	72	74
Brillo	16 $\frac{1}{2}$	9	11	9
Colgate P. P.	64 $\frac{1}{8}$	52	64 $\frac{1}{8}$	62 $\frac{1}{2}$
Corn Prod.	111 $\frac{3}{8}$	87 $\frac{1}{2}$	102 $\frac{1}{4}$	107 $\frac{3}{4}$
Dow Chem.	100	69 $\frac{1}{2}$	95	98
Drug Inc.	87 $\frac{3}{8}$	76	83 $\frac{3}{8}$	84
Du Pont	145 $\frac{1}{4}$	112 $\frac{1}{8}$	131	130 $\frac{1}{4}$
Glidden	38	23 $\frac{1}{2}$	29 $\frac{3}{4}$	25
Gold Dust	47 $\frac{7}{8}$	37 $\frac{3}{4}$	44 $\frac{5}{8}$	45 $\frac{5}{8}$
Gulf Oil	166 $\frac{7}{8}$	131 $\frac{1}{4}$	159 $\frac{1}{8}$	150
Heyden	23	19	21	19 $\frac{3}{4}$
Intl. Agric.	8 $\frac{1}{2}$	4 $\frac{1}{2}$	6 $\frac{1}{8}$	6 $\frac{1}{8}$
Lehn & Fink	36	27 $\frac{1}{4}$	31	27 $\frac{1}{4}$
Mathieson	51 $\frac{3}{8}$	37 $\frac{1}{2}$	45 $\frac{1}{2}$	46
McKesson & Rob.	37 $\frac{3}{8}$	25	30	27 $\frac{1}{8}$
Monsanto	63 $\frac{3}{4}$	48 $\frac{5}{8}$	58 $\frac{1}{2}$	56 $\frac{3}{4}$
Newport "A"	85	51	77	70
Procter & Gamble	78 $\frac{7}{8}$	52 $\frac{3}{8}$	74 $\frac{3}{4}$	70
Shell Union	25 $\frac{1}{2}$	20 $\frac{1}{8}$	23 $\frac{1}{2}$	20 $\frac{5}{8}$
Sherwin Williams	85	80	85	82 $\frac{1}{2}$
Sinclair	32	21 $\frac{5}{8}$	29	27 $\frac{5}{8}$
Stand. Oil of Cal.	75	55 $\frac{1}{2}$	72	70 $\frac{3}{4}$
Stand. Oil of Ind.	59 $\frac{7}{8}$	49 $\frac{7}{8}$	55 $\frac{3}{4}$	54
Stand. Oil of N. J.	84 $\frac{7}{8}$	58	80 $\frac{3}{4}$	79 $\frac{5}{8}$
Stand. Oil of Ohio	108 $\frac{1}{2}$	81	95	90
Swift & Co.	34 $\frac{1}{2}$	29 $\frac{3}{4}$	30	31 $\frac{7}{8}$
Union Carb.	106 $\frac{3}{8}$	76	85	85 $\frac{1}{2}$
Westvaco Chlorine	59 $\frac{1}{2}$	37	48	45
Wilson & Co.	7 $\frac{3}{4}$	3 $\frac{1}{2}$	4 $\frac{3}{4}$	5

Bon Ami Company recently declared extra dividends of \$1 on Class "A" common and 50 cents on Class "B" common stocks, and the regular quarterly dividends of \$1 on Class "A" common and 50 cents on Class "B" common. Class "A" dividends are payable July 31, to stock of record July 15, and Class "B" dividends are payable July 1 to stock of record June 19.

Importations of soap into Bulgaria after July 17th, 1930, must have an inscription stating in percentage the content of soap base plus soda. The weight of each bar or tablet must be indicated in the soap itself in large letters, and only soaps containing 72% of fatty acids may be described as "pure soap."

According to Herbert G. French, vice-president of Procter & Gamble Company, business has been very much above average in all departments during the past three weeks. It is reported that an additional disbursement in the form of a stock dividend of possibly 2 or 3 per cent is likely to be forthcoming during the latter part of this year, in view of the company's excellent earnings prospects.

B. T. Babbitt, Inc., New York, manufacturer of cleansing compounds, reported for 1929 a net income of \$801,807, equal to \$9.06 a share. No comparison is available with the preceding year. Current assets at the end of 1929 were \$1,212,313; current liabilities, \$379,086; net working capital, \$833,227; and total assets, \$5,925,577. Net sales in 1929 were \$4,082,651, cost of sales, \$1,767,012, and operating expense, \$1,415,953.

E. R. Squibb & Sons report net profit for 1929, including dividends received from subsidiaries, after all write-offs and income taxes, aggregating \$1,546,298, an increase of 12% over 1928.

Lambert Co. reports for the quarter ended March 31, 1930, consolidated net profits, after taxes, of \$2,068,267, based on the present ownership of 95.8% of the stock of Lambert Pharmaceutical Co. and including the recently acquired Pro-phy-lac-tic Brush Co.

Niger Co., a subsidiary of Lever Bros., intends to exercise its option to repay the present outstanding £1,500,000 7% debenture stock issued in 1925. The stock is repayable on or after October 1, 1931 at 103% and the company proposes to repay the full amount on that date. Bulk of money needed for this procedure will be gotten by issue of 5% stock, carrying an unconditional guarantee of Lever Bros.

Gold Dust Corp. has announced redemption of American Linseed Company 6% coupon notes, dated as of June 15, 1925, at 100 $\frac{1}{2}$ % and interest on June 15, 1930.

A price war in Kansas City between the Walgreen and Katz drug chains has led to cuts such as the following: 70c Cashmere Bouquet soap, 39c; 25c Woodbury's soap, 13c; 50c Ipana tooth paste, 26c; 50c Williams shaving cream, 27c; 50c Palmolive shampoo, 29c. Independent retailers in the district are finding it profitable to buy from the warring chains at these prices rather than from wholesalers.

Now in 100 lb. Multi-Wall Paper Bags— Light 58% Soda Ash

A NOTHER forward step in a program of constant improvement—Wyandotte Soda Ash now comes in multi-wall paper bags. Multiple wrappings end the old dust nuisance. No Soda Ash sifts out—it can't.

The new 100 lb. size handles easier, quicker. You save time, labor. Guaranteed dust-proof, leak-proof, break-proof, moisture-proof.

Michigan Alkali Company is the first Soda Ash manufacturer to successfully use this method of packing Soda Ash.



*"Distinguished for its high test
and uniform quality"*

MICHIGAN ALKALI COMPANY

General Sales Department

10 East 40th Street, New York City

NOTE NEW ADDRESS: Our new location in New York is at 10 East 40th Street—just across the street from where we were and a few steps nearer Fifth Avenue.

Chicago Office: 1316 South Canal Street

Works: Wyandotte, Michigan

Say you saw it in SOAP!

CHICAGO NEWS

THE Chicago Perfumery, Soap and Extract Association held its second Golf Tournament of the season on Tuesday, May 20th, at Bunker Hill Club Course. The large attendance emphasized the fact that the golf tournament is serving admirably in cementing interests and friendships of Association members. With the friendly competition which golf allows, it is to be hoped that an even greater spirit of cooperation and comradeship will result. The Golf Committee of the Perfumers' Association, recognizing this, has arranged that each tournament shall be followed by a round-table dinner and entertainment in the evening. The results have been pleasing, with scarcely anyone leaving until a late hour. The Bunker Hill Tournament, at which there were twenty-five present, the grand prize was carried away by Elmer Smith, of American Aniline Products Co., with the score of 77—6, net 71. Second prize was won by George Woods of Rossville Commercial Alcohol Co., with 90—14, net 76. Third prize went to Walter H. Jelly, of Walter H. Jelly Co., with 93—16, net 77. The other prize winners were: Fourth, Dudley F. Lum, of Givaudan-Delawanna, Inc., 92—15, net 77; Fifth, A. J. Dedrick, of Edward T. Beiser Co., with 93—15, net 78; Sixth, William Lowenstein, of Bauer & Black, with 91—12, net 79; and Seventh, A. C. Stepan, of Roessler & Hasslacher Chemical Co., with 94—14, net 80. Again Joe De Lorme, of Riviera Products Co., took the booby prize, having the lavish score of 137—32, net 105. The first two guest prizes went to E. J. Halverson and F. S. Dedrick, both of James S. Kirk & Co., the former with 92—20, net 72; and the latter with 117—25, net 92. The prizes included a golf bag, clubs, an electric clock, electric waffle iron, an electric toaster, and an electric jug. The third tournament is scheduled for June 10th at Olympia Fields Club. Chairman A. C. Drury extends a cordial invitation to guests.

Movement is rapidly taking place into the great Merchandise Mart, Chicago's largest mercantile building and one of the most capacious in the world. The cosmetic laboratories of Marshall Field & Co., began to move into their beautiful new quarters on Wednesday, June 4th.

J. Hirsch of Neo San Co., Milwaukee, visited Chicago early in June, with a view to

finding suitable headquarters for the removal of his company to that city. He hopes to make the change before mid-Summer.

The Eleventh Annual Convention of American Association of Cosmeticians and Hair Artists will be held in Chicago at Hotel Sherman on August 18, 19 and 20. Elaborate preparations are being made for the occupancy of the Grand Ballroom and Annex under the direction of President Mrs. M. B. McGavran and Secretary Miss Frances Martell. It is expected that the attendance of 3,500 at the 1929 Convention will be exceeded.

Douglas Hutchinson, of W. H. Hutchinson & Sons, Chicago, died at Oak Park, Ill., after an extended illness, on Thursday, April 10th. The funeral was held in Oak Park on April 12th, interment taking place at Roschill Cemetery. Mr. Hutchinson was widely known and admired among Chicago business men, having in past years been president of W. H. Hutchinson & Sons. At the time of his last illness he was Chairman of the Board. He is survived by a daughter and a son.

Walgreen Co., recently secured the services of Mr. Fougere, cosmetician, formerly with the Darnee Co.

The Annual Golf Tournament of Central Division of American Can Co., was held, with a splendid turn-out, at Midlothian Golf Club, Chicago, on June 6th. Arrangements were in charge of E. E. Appleton, as usual.

Fred Jordan, Vice-President and General Manager of Emery Industries, Inc., Cincinnati, manufacturers of red oil and stearic acid, returned to New York on the *Majestic*, June 2. He spent about a month in Europe.

Newman Tallow & Soap Machinery Co., Chicago, manufacturers and dealers in new and rebuilt soap machinery and equipment, and dealers in oils and alkalis, recently issued a twelve-page folder illustrating and describing the various pieces of machinery and equipment which the company sells. The descriptive matter is printed in English, Spanish and Portuguese.

Wilson & Bennett Mfg. Co., Chicago, steel container specialists, report that their new line catalogue, No. 80, is ready for distribution. It offers a thorough description of the steel container field. Copies will be forwarded on request.



SAPOFIXIN

We invite you to try our Sapofixins
in your Soaps as reinforcers.

Sapofixin Eau de Cologne
Sapofixin Hyacinth
Sapofixin Lavender
Sapofixin Lilac
Sapofixin Lily of the Valley
Sapofixin Orange
Sapofixin Pine
Sapofixin Rose
Sapofixin Violet



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Say you saw it in SOAP!

PERSONAL and IMPERSONAL

Winners in the sixth annual exhibition of small sculptures in white soap were recently announced by Procter & Gamble Co., Cincinnati, sponsors of the exhibition. Peter B. Ott, New York sculptor, won the first prize of \$500 in the professional class, and Edward Anthony, 17-year-old Wyandotte, Mich., student won an art scholarship of one year. The number of pieces entered in the competition this year were 4,911.

Emilio Yidi, Barranquilla, Colombia, commercial importer and dealer in perfumes, pomades, creams, extracts and lotions, has discontinued the manufacture of soaps as a part of his business.

According to newspaper reports from Fort Plain, N. Y., a new concern known as Arnco Chemical Co. has been formed and will shortly start manufacturing soap and disinfectants. The organizers of the business are John L. Cosman of Fort Plain and J. H. Anson of Binghamton.

Givaudan-Delawanna, Inc., New York, moved its offices from 101 Fifth Ave. to 80 Fifth Ave. on June 1. The move to new and larger quarters was made necessary by increasing business. About 50% more space is available at the new location. The business of George V. Gross & Co., recently taken over by Givaudan, will be transferred to the 101 Fifth Ave. address. Mr. Gross and his staff will join the Givaudan-Delawanna organization.

Julius Schaal, of Hamburg, Germany, soap expert, is expected to arrive in New York by the middle of July for the purpose of familiarizing all soap makers and manufacturers of allied compounds with his new process which will enable them to produce a guaranteed spotless toilet soap of 100% saponification in a short time. In addition he will introduce a number of his newest inventions.

Forhan Co., New York, maker of dentifrices, is sponsoring a series of radio broadcasts by Evangeline Adams, an astrologist, in an attempt to tie up its advertising campaign with the popular interest in astrology.

An exhibition of chemical apparatus, the "Achema VI," was formally opened in Frankfurt-am-Main, Germany, on June 10. The exhibition hall is located on the Platz der Republik. The Dechema Deutsche Gesellschaft für Chemisches Apparatewesen E. V. is in charge of the exhibition which will last for several months.

Burt H. Goddin, of Bogota, N. J., recently took a position with Crown Cork & Seal Co., Baltimore, as special sales representative in the screw cap and large crown division. He has recently been associated with Euro-American Corp., Newark, N. J.

Frederick W. Stearns has been elected president and general manager of Frederick Stearns & Co., pharmaceuticals, Detroit, to succeed Willard Ohliger who resigned recently. Mr. Ohliger, who becomes chairman of the board, has spent the past fifteen years in direction of the activities of the Stearns company.

F. G. McNamara of Lever Brothers Co., Cambridge, Mass., is now connected with the purchasing division of the company under J. I. Abbott. Mr. McNamara was formerly in the sales department and was transferred over to the buying division on May 15.

Lightfoot Schultz Co., Hoboken, N. J., and La Lete, a department of Lightfoot Schultz, recently acquired new and larger showrooms at 389 Fifth Ave., New York.

Schwenk Safety Device Corp., 70 E. 45th St., New York, manufacturers of barrel and carboy handling equipment, has recently been reorganized and is launching an aggressive sales campaign. The company is particularly pushing a barrel stand which makes it possible for one man to handle barrels, either for movement around the plant, mixing of contents or withdrawing contents.

Dr. William E. Weiss, general manager of Drug, Inc., recently returned from a two months' trip to Europe where he visited the principals of several large German chemical establishments with which Drug, Inc., is now doing business.

WHEN IT COMES to supplying the soapmaker

with perfume materials, we are in position to furnish
the highest quality merchandise at interesting prices.

When Again in the Market for

Oil Rosemary Spanish
Oil Thyme Red and White
Oil Lavender Flowers French
Oil Vetivert Bourbon and Java
Oil Geranium Bourbon and African

Write Us for Prices.

All Products of

Bertrand Freres, S. A.

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PAOLO VILARDI
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Artificial Musk

VANILLIN FABRIK
Hamburg, Germany
Aromatic Chemicals

Say you saw it in SOAP!

Charles W. Aiken, industrial engineer specializing in soaps, Boston, left last month for Australia by way of San Francisco, Honolulu and New Zealand. He expects to be in Australia for the balance of the year, and while there Mr. Aiken will represent the Houchin Machinery Co., Hawthorne, N. J., soap machinery, Industrial Associates, 101 Park Ave., New York, spray drying apparatus, and S. Howes Co., Silver Creek, N. Y., manufacturers of barreling and milling machines. He also plans to represent other American houses during his stay in Australia, but has not announced additional definite plans as yet. Mr. Aiken may be reached in Australia in care of Hodgson & Co., 101 Bathurst St., Sydney.

Wilson & Bennett Mfg. Co., manufacturers of *Benetco* steel pails, cans, and barrels have appointed Schibley & Ossman, Inc., of Cleveland as sales representatives in Northeastern Ohio to succeed Ralph L. Fuller Associates of the same city. Schibley & Ossman also represent Emery Industries, Inc., Hercules Powder Co., and several other concerns. They are located at 426 Penton Bldg., Cleveland, with the telephones Main 5122 and 5123.

Northwest headquarters of Procter & Gamble Co. have recently been established in Seattle, Washington, in the Arctic building. E. C. Moffatt has been sent from the Cincinnati office to act as district manager for the company and will direct its affairs in Washington, Oregon, Idaho, Western Montana and Alaska. This territory has previously been handled from San Francisco.

El Dorado Oil Co., which crushes copra, with mills at San Francisco, has been taken over by the Colgate-Palmolive-Peet Co., according to recent announcements. The acquisition of El Dorado by Colgate-Palmolive-Peet, negotiations for which were reported a month ago, gives the soap company a source of coconut oil independent of Philippine imports.

As a result of a rather high tariff, several American soap manufacturers have opened their own branches in Mexico and others have turned over their formulas to local companies and laboratories, which manufacture in sufficient quantities to supply the local demand. The retail price of these locally manufactured shaving creams is approximately 47½¢ per medium sized tube which would sell at about 35 cents in the United States.

Eugene Cordry, Cincinnati, has been granted registration of a trade mark for a soap-base salve which uses the terms, "vapor" and "just rub it," in spite of the objection of Vick Chemical Co., owners of the mark, "Vaporub."

Kay-Fries Chemicals, Inc., has recently been formed by interests which have bought Kay Laboratories, Inc., West Haverstraw, N. Y., and Fries & Fries Co., Cincinnati. The latter company has been engaged in the manufacture of synthetic aromatic chemicals for a number of years, and its Cincinnati plant will be continued under the direction of George G. Fries. It will be eventually moved to West Haverstraw where the Kay plant for the manufacture of insecticide activators and agricultural fumigants is now situated.

J. L. Brenn, president of the Huntington Laboratories, Inc., Huntington, Ind., soap manufacturers, was elected a member of the Huntington School Board by the city council of that city on June 10. Mr. Brenn, who is well known in the sanitary products industries, is a member of the Board of Governors of the Insecticide & Disinfectant Manufacturers Association, president of the Huntington Chamber of Commerce, and is active in fraternal and business organizations. He is a graduate of Valparaiso University.

Pacific Chemical Buys Mab Products

Pacific Chemical Company, manufacturer and jobber of janitorial supplies in Southern California, has announced the purchase of the controlling interest in Mab Products Company, which has an office and warehouse in San Francisco as well as a manufacturing plant in Los Angeles and mining properties in Utah. Pacific Chemical Company will immediately enlarge the present factory in Los Angeles, open a branch office with sales force in San Francisco, and develop the Utah properties, using the raw materials for many other purposes. C. E. Sanders, president of Pacific Chemical Company, states that within the past year the company had bought out four competitors and reports that sales for 1930 are running over fifty per cent ahead of last year. As the company is now actively engaged in manufacturing over seventy-five products and acting as distributor for several hundred separate items, it is their intention to acquire additional manufacturing facilities from time to time. Negotiations for the purchase of Mab interests were handled by the investment house of Seymour & Company, Los Angeles, Calif., and Mr. Sanders states that their company is now making other investigations for his company which will be announced shortly.

Darco Activated Decolorizing Carbon

**Is Specified by Leading Chemists
in the Oil and Fat Industries
Because of These Properties:**

- (1) DECOLORIZING POWER PLUS
- (2) CONSISTENT UNIFORMITY
- (3) RAPID FILTRATION
- (4) MINIMUM RETENTION OF LIQUID IN FILTER PRESS CAKE
- (5) PURITY
- (6) PROPER DENSITY FOR EASY MISCIBILITY

This Trade Mark



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Say you saw it in SOAP!

SOAP CHEMISTS' SECTION

(Official Publication, SOAP SECTION, American Oil Chemists' Society)



ARCHIBALD CAMPBELL, *Chairman Soap Section
American Oil Chemists' Society*

Campbell Heads Soap Chemists

THE American Oil Chemists' Society, at its Twenty-first Annual Meeting, held at the Roosevelt Hotel, New Orleans, Louisiana, on May 8th and 9th, unanimously elected Archibald Campbell, Consulting Chemical Engineer, of Cincinnati, Ohio, to be Fourth Vice-President and Chairman of the Soap Section of the Society. Mr. Campbell is well known in the soap industry, having been for many years Vice-President in charge of manufacturing for the Globe Soap Company of Cincinnati. A graduate of the University of Michigan in Chemical Engineering, Mr. Campbell entered the employ of the Globe Company at an early date after graduation and rose steadily in the organization to the position of

Vice-President. When the Globe Soap business was sold to Procter & Gamble, Mr. Campbell disposed of his extensive stock holdings in the former company and has since been devoting his time to professional consultation.

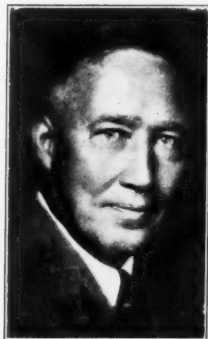
Long active in the affairs of The American Oil Chemists' Society, Mr. Campbell is a Past President of the Society and the Soap Chemists are to be congratulated upon the selection of such an able leader for their Section during the coming year.

At the same meeting of the Society, W. H. Irwin, Assistant Chief Chemist of Swift & Co., Chicago, Ill., was elected President of the Society. Mr. Irwin has been for many years connected with the Chemical Division of Swift & Co., who are important producers of soap, in addition to their meat packing business.

A. S. Richardson, of the Chemical Division of the Procter & Gamble Manufacturing Co., Cincinnati, was elected First Vice-President of the Society. The Soap Section is therefore strongly represented among the officers and on the Governing Board of the Society.

The other officers elected at the New Orleans Meeting were, M. M. Durkee, 2nd Vice-President, L. B. Forbes, 3rd Vice-President and J. C. P. Helm, Secretary-Treasurer.

Martin H. Ittner, of Colgate-Palmolive-Peet Co., strongly defended the existing system for control of industrial alcohol before a recent meeting of American Chemical Society in Atlanta.



W. H. IRWIN
President



A. S. RICHARDSON
1st Vice-President

American Oil Chemists' Society

Soap Perfume Oils

Produced by

ROURE-BERTRAND FILS

LARAGNE (FRANCE) GRASSE BOUFARIK (ALGERIA)

Geranium African

Geranium Bourbon

Lavender Fleurs

Vetivert Bourbon

Petit Grain, South American

Ylang Ylang Bourbon

Ylang Ylang Nossi Be

—

As sole agents, in the U. S. and Canada, for Roure-Bertrand Fils, long a primary source of supply for these highly important Soap Perfume Oils, we invite comparison of these oils with those you are now using.

GEORGE SILVER IMPORT CO.

461-463 FOURTH AVENUE
NEW YORK CITY

Say you saw it in SOAP!

ON PRODUCTS AND PROCESSES

Pressure saponification of soaps in closed tanks is said to be subject to the disadvantages of high installation cost, necessity for the use of highly purified stocks, loss of glycerol, danger of foaming over and possibility of dark-colored products due to attacking of the iron of the autoclave by fatty acids. Some writers consider that these disadvantages outweigh the gain of speed of production, completeness of saponification and fuel-saving advantages of this method.—*Allgemein Ol-Fettztg.* 27, 24-6 (1930).

To detect the presence of rosin in soap, Shapiro employs a method based upon his observation that potassium ferricyanide is not reduced to the ferrocyanide state by fatty acids, but is so reduced by rosin acids. A solution of the soap to be tested is acidified with hydrochloric acid and a few drops of an aqueous solution of potassium ferricyanide are added. The mixture is heated to the boiling point in a test tube, cooled in running water and a few drops of a dilute solution of ferric chloride allowed to drop into the tube slowly. In the presence of rosin a blue coloration will be produced, due to the formation of ferric ferrocyanide by the reduced salt.—*Ind. Chim.* 190 (1929).

The use of gasoline soaps with modern dry-cleaning clarifier equipment involves considerable clogging of filters unless the goods are given a preliminary brushing with gasoline soap. *Deutsche Farber-stg.* 65, 1029-30 (1929).

For the perfuming of the cheaper grades of soap, manufacturers in Great Britain and on the continent of Europe are becoming more and more favorable to the use of special citronella essences, the particular characteristics of which are that a portion of the citronellol or geraniol has been removed and the essences contain, in greater proportion than the natural product, high-boiling geraniols which are more resistant to heat and alkalies than the lighter products. The particular advantage in the use of these prepared citronella essences is that they can be added to the soap during the cooling stage without

appreciable loss of perfume.—*Revue de la Savonnerie.*

A newly patented detergent mixture said to be suitable for cleaning clothing and fabrics is formed of oleic acid 33 parts, pine oil 15 parts, potash 5 parts, water 10 parts, soft petrolatum 5 parts, benzene 4.5 parts, alcohol 1.25 parts, amyl acetate 0.5 parts, coconut oil 0.75 parts and hydrocarbon solvent such as gasoline 12.5 parts.—*U. S. Pat. No.* 1,748,999.

A hyacinth essence for soap as described in a recent issue of *Les Parfums de France* consists of the following ingredients: 200 parts benzyl acetate; 150 parts essence rose-wood; 300 parts baumarome styrax; 100 parts cin-namic alcohol; 120 parts copaiba balsam; 25 parts ionone; 25 parts engelon.

A water-soluble hydrocarbon soap is prepared as follows: fats, oils, or fatty acids are saponified with alkali hydroxides and alkali hypochlorites or aldehydes, for example, ten parts of oleic acid and ten parts of vaseline oil are made into a paste with ten parts of sodium hypochlorite solution (specific gravity 1.16) and three parts of sodium hydroxide solution (sp. gr. 1.33), whereby a semi-solid soap is obtained. The hypochlorite may be replaced by one to one and one-half parts of 50% acetaldehyde solution. After twenty-four hours the soap formed will dissolve in water without separation of oily particles.—*Fr. Pat. No.* 634,983.

Animal and vegetable oils and fats may be bleached by treatment with sulfuric acid and a bleaching earth (the earth being added at least as soon as the acid). The mixture is agitated, the sludge formed allowed to settle, and the supernatant oil is filtered through a layer of diatomaceous earth. *U. S. Pat. No.* 1,744,843.

A patented method of preserving the markings on soap during use of the soap consists of coating the markings with materials insoluble in water, such as a mixture of stearic acid, white wax and paraffin.—*Fr. Pat. No.* 672,671.

They only asked for lower costs ★ ★ ★

but we gave them
something more



A MANUFACTURER who comes to us seeking only the lower costs which improved wrapping machinery can produce is sometimes agreeably surprised to find that we have also improved the *appearance* and sales-value of his package.

For example: Our high-speed toilet soap wrapping machine was designed to lower wrapping costs. It has twice the speed of any other machines—double the production with the same labor and floor space. But this machine also produces a definitely neater, smoother and more attractive package—a real sales aid in merchandising toilet soaps.

Sometimes the greater efficiency of modern wrapping machinery will more than pay for the extra cost of using a more colorful wrapper—or for the addition of a transparent wrapper, which adds so much to the quality of a package.

Why not put our experience and ability to work for you to see what we can do to lower your costs or to improve your package? No matter what the character of your product may be, it will pay you to get in touch with our nearest office.

PACKAGE MACHINERY COMPANY

Springfield, Massachusetts

New York

Los Angeles

Chicago

London: Baker Perkins, Ltd.



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CONTRACTS AWARDED

In a Chicago quartermaster bidding, United States Soap Co., Cincinnati, was recently awarded the contract for 1,200 cakes of grit soap for scouring at 3c lb. for Ft. Benj. Harrison quartermaster; also awarded 900 cakes at 2.9c lb. for Ft. Hayes quartermaster; 600 cakes at 3c lb. for Chanute Field quartermaster. Francis H. Leggett & Co., New York City, was awarded the contract for 1,097 lbs. of grit soap for scouring at 3.28c lb. for Camp Perry quartermaster. F. F. Pierce Co., Boston, was awarded the contract for 800 cakes of grit soap for scouring at 7.35c lb. for Grayling quartermaster.

Windsor Soap Co., Washington, was recently awarded the contract for 2,000 cakes of unwrapped floating white soap at 5.1c lb. for Selfridge Field quartermaster; 1,000 cakes at 3c lb. for Chanute Field quartermaster and 600 cakes at 3c lb. for Rock Island quartermaster.

Colgate-Palmolive-Peet Co. was recently awarded the contract for 40,000 lbs. of laundry chips at 7.93c lb. for Ft. Sam Houston quartermaster.

In a Ft. Sam Houston quartermaster bidding, Detroit Soda Products Co., Washington, was awarded contracts for 31,200 lbs. soda ash at 2.08c lb. and for 21,600 lbs. washing laundry soda at 2.1c lb.

H. H. Rosenthal Co., New York City, bid 1.74c lb. on 8,000 lbs. laundry soda in a recent Washington U. S. Marine Corps quartermaster bidding, and Armour & Co., Chicago, bid 7.81c lb. on 6,000 lbs. chip soap.

In a Chicago quartermaster bidding, Procter & Gamble Distributing Co., Chicago, was recently awarded the contract for 1,200 lbs. laundry soap for Erie Ordinance at 4.69c lb. Also awarded 540 lbs. at 4.69c for Fairfield quartermaster; 10,320 lbs. at 4.69c for Ft. Benj. Harrison quartermaster; 2,040 lbs. at 4.69c for Ft. Hayes quartermaster; 3,660 lbs. at 4.69c for Camp Perry quartermaster; 1,500 lbs. at 4.69c for Ft. Brady quartermaster; 3,000 lbs. at 4.69c for Selfridge quartermaster; 2,400 lbs. at 4.69c for Camp Custer quar-

master; 1,440 lbs. at 4.69c for Ft. Wayne quartermaster; 3,000 lbs. at 4.69c for Chanute Field quartermaster; 600 lbs. at 4.69c for Rock Island quartermaster; 480 lbs. at 4.69c for Savannah Ordinance; 2,460 lbs. at 4.69c for Ft. Sheridan quartermaster; 1,800 lbs. at 4.69c for Camp McCoy quartermaster; 4,380 lbs. at 4.69c for Ft. Des Moines quartermaster; 7,260 lbs. at 4.69c for Ft. Snelling quartermaster; 3,600 lbs. at 4.69c for Ft. Meade quartermaster. Armour & Co., Chicago, were awarded the contract for 2,160 lbs. at 4.39c for the 6th corps, Chicago, in the Chicago quartermaster bidding. Also awarded 2,400 lbs. at 4.89c for Ft. Lincoln quartermaster; 1,388 lbs. at 4.89c for Little Rock quartermaster; 660 lbs. at 4.89c for Rapid City quartermaster.

Swift & Co., Chicago, were recently awarded the contract for 96 cans of scouring powder at 3.6c for the Rock Island quartermaster; also 96 cans at 3.6c, for Chicago quartermaster.

Turbo-Mixer Corp., New York, has leased additional space in the Crystal building, 250 W. 43rd St., where the general offices, testing and research laboratories will now be consolidated. All manufacturing has been concentrated in one plant at Hudson, N. Y.

The dyestuffs and chemical division of Newport Co., New York, recently merged with International Printing Ink Corp., New York, to form Consolidated Chemical Corp., which will have assets of \$25,000,000. Newport Co., formed in 1919, does a widely diversified business in chemicals, dyestuffs, and intermediates.

Henley's Twentieth Century Home & Workshop Formulas, Recipes and Processes. 800 pages, 6 x 9. Bound in cloth. Published by Norman W. Henley Publishing Co. 1930 edition. This volume in its most recent edition contains more than 10,000 formulas and recipes, covering almost every industry. Among these are included 10 pages of formulas for various kinds of soaps and 10 pages of formulas on polishes. It is a very useful book to have about the laboratory or plant as its scope is wide, and a formula is given for almost any product which one might want to make.

INTERNATIONAL HYGIENE EXPOSITION DRESDEN, 1930

If you are going to Europe this summer, why not combine the useful with the pleasant and visit the--

International Hygiene Exposition in Dresden, Germany?

The city itself is famous on account of its beauty, its lovely surroundings, its many treasures in architecture, museums, parks and finally its opera.

In the hygiene exhibition you will be able to study what the rest of the world has to show in new ideas regarding sanitation and public and individual cleanliness, in new processes and products to approach the realization of an ideal to which you, as a soap manufacturer, have devoted your knowledge, energy and capital.

The firm of J. M. Lehmann, Dresden, will exhibit a complete Automatic Soap Plant in full operation and representing the latest types of machinery which this concern—the largest in this line in the world—has designed and constructed. Their representatives will be present to give you any information you may desire and at their Main Office at Freiburger Strasse No. 108, Dresden A, a staff of engineers will be pleased to demonstrate to you the care and technical skill employed in the workmanship of their machines. If you are interested they could arrange for you a visit to a modern and up-to-date soap factory.

The exposition will last until the end of September, long enough to enable you to make this part of your itinerary. Consider this letter a standing invitation. You will be welcome any time.

Yours very truly,

Office
N. Y. City
250 West Broadway

J. M. LEHMANN COMPANY, INC.

Say you saw it in SOAP!

RECORD OF TRADE-MARKS

The following trademarks were published in the May issues of the *Official Gazette* of the United States Patent Office in compliance with Section 6 of the Act of September 20, 1905, as amended March 2, 1907. Notice of opposition must be filed within thirty days of publication. As provided by Section 14, fee of ten dollars must accompany each notice of opposition.

Trade Marks Filed

Termitile—This in broken letters describing detergent soap compound. Filed by Milwaukee Lubricants Co., Milwaukee, Feb. 28, 1930. Claims use since about Feb. 5, 1930.

Apex—This in solid letters describing soaps and soap powders. Filed by Apex Soap & Sanitary Corp., Pittsburgh, Mar. 4, 1930. Claims use since July 8, 1921.

Racer—This in outline letters describing hand cleansers. Filed by Ace Solvent Co., New York, Mar. 17, 1930. Claims use since Mar. 10, 1930.

Scrubzol—This in solid letters describing liquid scrubbing soap. Filed by Selig Co., Atlanta, Mar. 21, 1930. Claims use since April 16, 1928.

Athletic—This in solid letters describing disinfectant. Filed by Cramer Chemical Co., Gardner, Kansas, Dec. 16, 1929. Claims use since Sept. 1, 1929.

Carbosan—This in broken letters describing coal-tar disinfectant. Filed by Milwaukee Lubricants Co., Milwaukee, Feb. 28, 1930. Claims use since Feb. 15, 1930.

Sketch of crow holding insect powder gun describing insect powder. Filed by J. L. Hopkins & Co., New York, Mar. 5, 1930. Claims use since April, 1907.

K—This letter on reverse plate describing cleansing powder. Filed by Quaker Products Co., Philadelphia, Oct. 29, 1928. Claims use since June 1, 1928.

Montauk—This in solid letters describing soap. Filed by Abraham & Straus, Inc., Brooklyn, Apr. 2, 1929. Claims use since Mar. 1, 1929.

Stanco Incorporated—This in solid letters describing detergents. Filed by Stanco In-

corporated, Wilmington, Oct. 3, 1929. Claims use since May 25, 1928.

Volcanic Clay—This in solid letters with second word appearing twice in form of cross, describing mechanics' hand soap. Filed by Beaver Chemical Works, Beaver Dam, Wis., Feb. 18, 1930. Claims use since May 1, 1928.

Fandango—This in solid letters describing soap. Filed by James S. Kirk & Co., Chicago, Feb. 28, 1930. Claims use since Feb. 3, 1930.

Polo—This in solid letters together with cake of soap, describing toilet and bath soap. Filed by Procter & Gamble Co., Cincinnati, Mar. 7, 1930. Claims use since Sept. 23, 1929.

Hotsuds Soap 2011—This in solid letters describing soap. Filed by H. Kohnstamm & Co., New York, Mar. 8, 1930. Claims use since Dec. 26, 1929.

Fyntone—This in solid letters describing soaps and shaving cream. Filed by Certified Personal Needs, Inc., New York, Mar. 13, 1930. Claims use since Feb. 27, 1930.

C.-P.—This in solid letters describing soaps and shaving cream. Filed by Certified Personal Needs, Inc., New York, Mar. 13, 1930. Claims use since Feb. 27, 1930.

Surgisol—This in solid letters describing liquid soap. Filed by Selig Co., Atlanta, Mar. 27, 1930. Claims use since Jan. 1, 1930.

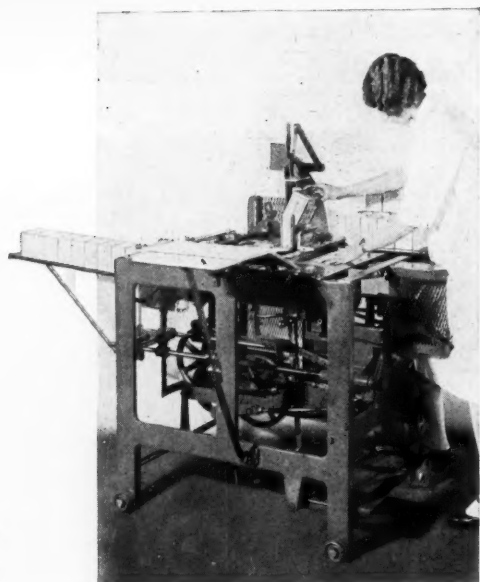
Neutraloid—This in solid letters describing cleaning compound. Filed by Du Bois Soap Co., Cincinnati, Mar. 28, 1930. Claims use since Feb. 19, 1929.

Pinalgesique—This in solid letters describing soap. Filed by Pine Oil Products Co., Harrison, N. J., Mar. 28, 1930. Claims use since about Nov. 1, 1929.

Letter S twined about anchor, describing cleansing preparations. Filed by Solvay Process Co., Solvay, N. Y., Mar. 28, 1930. Claims use since Jan. 10, 1884.

Moth-It—This in solid letters describing insecticides. Filed by Sidney Cohen, New York, Mar. 17, 1930. Claims use since Feb. 1, 1930.

Carboxide—This in solid letters describing insecticides. Filed by Carbide & Carbon Chemicals Corp., Mar. 29, 1930. Claims use since Feb. 17, 1930.



Following one two-handed feeding operation by one girl the package is completely and automatically wrapped, glued, and dropped on the delivery table. The machine is electrically operated, and actuated by the right hand on an automatic trip.

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Johnson HAND FED AUTOMATIC Cellophane WRAPPER

Cellophane is sweeping along the shelves and counters of the country. Have you pictured one, or several, of your products tucked into this transparent wrapper, ready to appeal a little more forcefully to the consumer's eye? Have you been balked by the realization that cellophane wrapping would be too costly in labor, if done by hand?—too much of an investment in high speed fully automatic machinery for the size of your output?

Here, then, is a profitable compromise: A low-priced hand fed automatic machine, suited to small volume production, offering a tremendous saving in labor.

These facts promise great possibilities for many manufacturers. Decide whether you will be interested after you learn the details. Just send the coupon now, for a full description.

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Battle Creek, Mich.

Send me, please, a full description of that Johnson Hand Fed Automatic. I am checking this square ☐ to suggest that you also have a representative call to discuss its use in my plant.

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Company
Address
City..... State.....
S. 6-50

The JOHNSON AUTOMATIC SEALER CO., Ltd., Battle Creek, Mich.

(Subsidiary of Battle Creek Wrapping Machine Co.)

Foreign Representative: C. S. du Mort, Windsor House, Victoria St., London, England.



Say you saw it in SOAP!

Dutox—This in solid letters describing insecticide spray products. Filed by Grasselli Chemical Co., Cleveland, Mar. 31, 1930. Claims use since about Mar. 24, 1930.

Ole-Sol—This in broken letters describing metal polish. Filed by Selig Co., Atlanta, Mar. 21, 1930. Claims use since Mar. 24, 1928.

Dermisan—This in solid letters describing shaving cream. Filed by William A. Webster Co., Memphis, Mar. 31, 1930. Claims use since Mar. 30, 1929.

Kingsonite—This in solid letters describing cleaning preparation. Filed by John C. King Flooring Co., Cleveland, Apr. 3, 1930. Claims use since Mar. 14, 1930.

Sol—This in outline letters with representation of sun, describing shampoo compound. Filed by Superior Laboratories, Cleveland, Aug. 10, 1929. Claims use since 1917.

"Lone-Star"—This in solid letters together with star, describing insecticides. Filed by Lone Star Exterminating Co., New York, Dec. 18, 1929. Claims use since May 28, 1929.

Daggett & Ramsdell—This in solid letters together with letters **d** and **r**, in circle, describing soap and shaving cream. Filed by Daggett & Ramsdell, New York, Nov. 25, 1929. Claims use since Oct. 10, 1929.

d and r—This in solid letters in circle describing soap and shaving cream. Filed by Daggett & Ramsdell, New York, Nov. 25, 1929. Claims use since Oct. 10, 1929.

Dagelle—This in solid letters describing soap and shaving cream. Filed by Daggett & Ramsdell, New York, Nov. 25, 1929. Claims use since Oct. 10, 1929.

Fi. Na. St—This in outline letters describing shoe, metal and glass polishes. Filed by First National Stores, Inc., Boston, Feb. 6, 1930. Claims use since Oct. 26, 1929.

Wypoff Cleanser—This in solid letters with picture of elf cleaning spider's web, describing paste cleanser. Filed by Wrigley Mfg. Co., Philadelphia, Mar. 14, 1930. Claims use since Jan. 8, 1930.

Picture of gnomes cleaning kitchen, describing cleaning powder. Filed by Milwaukee Lubricants Co., Milwaukee, Mar. 20, 1930. Claims use since about Dec. 5, 1923.

Hexolineum—This in solid letters describing insecticide. Filed by Tar Products Corp., Providence, Jan. 20, 1930. Claims use since Nov. 21, 1929.

Redratsquil—This in solid letters describing rat and mouse poison. Filed by J. L. (Turn to Page 121)

New Patents

Conducted by
Lancaster, Allwine & Rommel

Registered Attorneys
PATENT AND TRADEMARK CAUSES
402 Ouray Building, Washington, D. C.

Complete copies of any patents or trademark registrations reported below may be obtained by sending 25c for each copy desired to Lancaster, Allwine and Rommel. Any inquiries relating to Patent or Trademark Law will also be freely answered by these attorneys.

No. 1,752,358. Paint and Varnish Remover. Patented April 1, 1930, by Oscar G. Winzer of Troy, Kansas. A solution of the character described consisting of a mixture of 16 parts denatured alcohol, 2 parts of spirits of turpentine, 2 parts of benzol, 1 part of oil of wintergreen, and 1/10 part of a solution of turpentine and permanent red.

No. 1,752,746. Composition for and Process of Cleaning Metal. Patented April 1, 1930, by James D. Klinger and Clete L. Boyle of Detroit, Michigan. A composition of matter to be used for cleaning metal, consisting of a rust removing acid and the monobutyl ether of ethylene glycol.

No. 1,753,128. Method of Recovering Alkali. Patented April 1, 1930, by Ralph H. McKee, New York, New York. A process of the character described which comprises removing the excess water by filtration from a mixture of black ash residue and calcium carbonate sludge, and passing the resulting product through a heated zone.

No. 1,753,395. Cleaning Compound. Patented April 8, 1930, by Frederic Wilkes, Wilkinsburg, Pa. A cleaning compound containing approximately:

	Per Cent
Silicate of soda	33
Saturated borax water	66
Ammonia	1

No. 1,753,659. Anhydrous Soap Gels and method of Making Same. Patented April 8, 1930, by Vaman R. Kokatnur, New York, New York. The method of making an anhydrous soap gel which comprises saponifying a glyceride with an anhydrous alkali (Turn to Page 89)



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SYNTHETIC AROMATICS
COMPOUNDED PERFUME BASES**
For the Soap and Insecticide Industries

Your Interests
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When Purchases Are
Made Directly From the
Producer Whose Integrity
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Our own distillations. From our own
importations from countries of origin,
of specially selected high type raw
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Market Report on ESSENTIAL OILS AND AROMATICS

(As of June 11, 1930)

NEW YORK—The market for essential oils and aromatic chemicals was a very quiet affair during the period just concluded. Price changes were scarce, with no very definite trend shown, and no new features of any importance materialized during the period. The volume of sales was not large and competition was keen whenever any buying interest entered the field. A few shipments of anise oil were received during the period, but these were not enough to relieve the shortage materially. No change in the bergamot situation was noted, quotations remaining at recent low levels. Oil cedarwood continued very short on spot with no indication that any volume of future stocks would be received. Geranium was firm at the recent advance, but unchanged in price.

OIL ANISE

Although a few deliveries of this oil were

received from China the shortage has not yet been relieved. It will be at least three to four months and possibly much longer before the situation is back to normal.

OIL BERGAMOT

Although oil bergamot is still considered a good buy at present prices by dealers, there is no rush on the part of consumers to take advantage of the low quotations. With this failure of demand to increase, there is no indication of an advance in bergamot.

OIL CEDARWOOD

This oil is still very short on spot, and there seems little possibility that future receipts will help the situation any. Production has been discontinued to a great extent, and it will require a little time before producers will respond to the stimulus of higher prices.

OIL CITRONELLA

This market is in about normal condition for

PLAIMAR, LTD.

Distillers of

Essential Oils and Fruit Essences

PERTH, W. AUSTRALIA

Sandalwood Oil

Araucaria Oil

Massoia Bark Oil

Huon Pine Oil

Eucalyptus Oil

Otto Boronia [Concrete]

Guaranteed Genuine

A semi-solid natural aromatic

with a warm rosy odour

Resembling Clove but more spicy.

95% Methyl Eugenol.

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this time of the year, with quotations unchanged from last period on both the Java and Ceylon grades.

OIL GERANIUM

There was no further rise in quotations on oil geranium after the advance of last period, but both African and Bourbon products were firm at the advance and were in good demand.

OIL PEPPERMINT

Weakness developed in this oil during the period, sending quotations down to an inside price of \$2.75.

Newport Chemical Works, New York, recently issued a list of the aromatic chemicals which it markets, in a form suitable for loose-leaf binding. An attempt has been made to group the products according to odor, and the approximate boiling points of many of the products are also given. A blank column is included on each sheet to be used for recording the current price.

Schering Corporation, importers of medicinal products, have practically doubled the size of their executive quarters by taking additional space at 110 William Street, New York.

Polak's Frutal Works, Inc., New York, recently issued a very attractive 25-page price list carrying quotations on essential oils, aromatic chemicals and perfuming compounds sold by the company. The cover, done in five colors, was printed abroad, and has also been used in a recent advertisement.

The chief research chemist of Fritzsche Brothers, Inc., Dr. Ernest S. Guenther, sailed recently for Europe on the *Vulcania*. He will go to Bulgaria for the rose harvest, and will then go to the plant of Fritzsche Brothers in Seillans to supervise the manufacture of floral products. Later he plans to visit Schimmel & Co. in Germany.

On May 20, at the annual meeting of the Western New York section of the American Chemical Society, the following officers were elected:—Chairman, L. E. Hoyt, Larkin Company, Buffalo; vice-chairmen, B. G. Buckley, and P. J. Caslisle, Roessler & Hasslacher Chemical Co.; secretary, H. V. Daviss, Roessler & Hasslacher Chemical Co.; treasurer, E. L. Whittford, Oldbury Chemical Co.; counselors, W. J. Marsh, Hooker Electrochemical Co., R. J. MacMullin, Mathieson Alkali Works, and F. L. Koethen, Acheson Graphite Corp.

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Prime Raw Materials for Soapmaking

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Phenylethyl Alcohol

Phenylacetic Aldehyde

Iso Eugenol

Flosal (The original Amyl Cinnamic Aldehyde)

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Caustic Soda

Solid - Flake
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Soda Ash

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NEW YORK

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Market Report on SOAP AND DISINFECTANT CHEMICALS

(As of June 10, 1930)

NEW YORK—A number of price changes were noted in the market for soap and disinfectant chemicals during the recent period. Most important to soap manufacturers was the substantial advance in quotations on glycerine and the increase in interest among buyers of this product. Advances in all grades except soaps lye were noted, and the market held very firm. Rosin continued its recent decline during the early weeks of the period, but firmed up later and was on the upgrade at the close. The opinion is expressed in many quarters that while quotations may go slightly lower in the near future, the prospects for more distant quotations are distinctly higher. Production will probably be curtailed during the coming season, as a result of present low prices. Alkali shipments continued in satisfactory volume, although not up to the records set last year.

ALKALIS

Shipments of caustic soda, soda ash and caustic potash during the recent period compared favorably with shipments in recent months. Consumers continued to draw out substantial amounts against their contracts, and there was no weakening in the market. After a slow first quarter and improving second and third quarters producers expect the year to end with a final quarter which will equal the record totals set last year.

GLYCERINE

The glycerine market was distinctly firmer at the close of the recent period. Sales increased substantially and quotations were advanced on all except one grade. C. P. was quoted at 13½¢ to 14¢ lb. at the close, a rise of ½¢, with dynamite showing a like gain to close at 11¢ to 11½¢ lb. Saponification registered the largest advance, closing inside at 9¢

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Paradichlorbenzene

HOOKER Paradichlorbenzene is specially prepared for use in the manufacture of Moth Preventives and Deodorizing Products. It is available for immediate shipment in 50, 100, or 200 pound barrels.

Other Chemicals manufactured by

HOOKER ELECTROCHEMICAL COMPANY

Caustic Soda—Liquid Chlorine—Bleaching Powder—Muriatic Acid—
Monochlorbenzene—Benzoate of Soda—Benzoic Acid—Benzoyl
Chloride—Benzyl Alcohol—Antimony Trichloride—Ferric Chloride—
Sulphur Monochloride—Sulphur Dichloride—Sulphuryl Chloride—Salt.

HOOKER ELECTROCHEMICAL CO.

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Western
Sales Office:
Tacoma, Washington
Plant:
Tacoma, Washington

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lb., an advance of over 1c lb. as compared with the previous period. Soaps lye held steady at 63½c to 7c lb.

ROSIN

Rosin quotations again declined early in the period, reaching the lowest levels that have been set in five years. These attractive prices brought out additional buyers, especially in the export market, where the American product is competing favorably with French material. The result was a stronger sentiment toward the close, and prices recovered a little of the ground lost in recent months. It seems very probable that producers will cut down their activities this year, and indications are that prices will be distinctly higher before the close of the year. The closing schedule was: B grade, \$6.50; H, \$7.10; K, \$7.20; N, \$7.35; WG, \$7.65; WW, \$8.45; wood works, \$5.45.

MISCELLANEOUS

Menthol cases, imported, were advanced to \$4.15 to \$4.30 lb. during the period. Insect powder was quoted at 27c to 30c lb. Stocks of last year's crop are not large, and it will be several months before any considerable amounts of the new crop will be available in this market.

The announcement of the merger of seven companies to form Swann Chemical Co. was

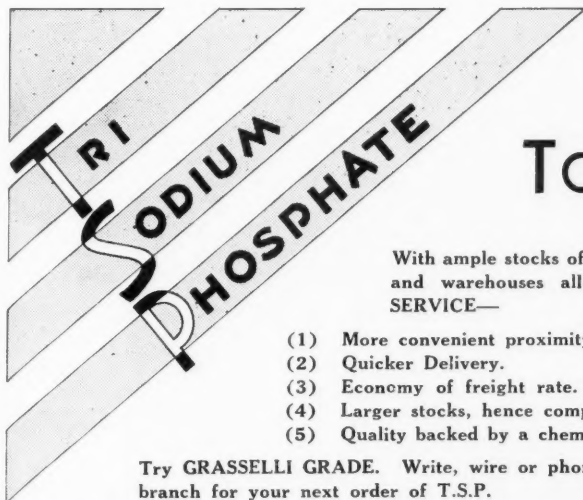
made June 2 by Theodore Swann, head of Swann Corp., Birmingham, Ala. Among the companies participating in the consolidation is Federal Phosphorus Co., manufacturer of sodium phosphates. This company alone will retain its name and identity as a division of the new company.

Glycerine Trade Quiet in 1st Quarter

Exports of glycerine from United States during the first quarter of 1930 aggregated 115,911 pounds valued at \$16,988, as against 546,619 pounds, with a value of \$72,341 in the same period of 1929. During the 1930 first quarter, imports of crude glycerine amounted to 1,082,825 pounds valued at \$66,403, compared with 5,181,724 pounds, with a value of \$308,406 in the corresponding period of 1929.

Imports of refined glycerine totaled 318,178 pounds valued at \$13,797 in January-March inclusive, 1930, against 1,959,862 pounds valued at \$181,486 in the January-March period, 1929.

Exports of caustic soda from United States during February, 1930, totaled 10,742,728 lbs., worth \$310,341, with the largest buyer being Japan with purchases totaling 3,008,171 lbs., worth \$84,767.



With ample stocks of Tri Sodium Phosphate in our 19 branches and warehouses all over the country, we can give you SERVICE—

- (1) More convenient proximity.
- (2) Quicker Delivery.
- (3) Economy of freight rate.
- (4) Larger stocks, hence complete shipments.
- (5) Quality backed by a chemical reputation of 91 years

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So low that you can't appreciate the bargain price until you see this new modern equipment of standard make.

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New York City**

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Market Report on TALLOW, GREASES AND OILS

(As of June 10, 1930)

NEW YORK.—Quotations on oils, fats and greases continued to decline during the recent period, smashing through previous low levels and in some cases reaching record low levels for the past ten years. Tallow was reduced sharply as demand failed to equal current offerings, prices going to new low levels. Grease and lard were also off fractionally. Coconut oil and copra declined slightly although the report is current in some quarters that arrivals from the interior in Manila are not as large as they should be at this season of the year. Crude corn oil also declined once more as buyers failed to show interest in the market. Other oils to decline were oleo, cottonseed, lard oil, palm, palm kernel, and soya bean. As a result of the bumper crops of all grains, nuts, and oil-bearing seeds and the increase in production of animal oils during the past two seasons, quotations on oil products

are now at the lowest levels that the market has known for many years. Another season like the last two will seriously embarrass some of the oil producers.

COCONUT OIL

Coconut oil and copra declined once more during the recent period, with New York Manila tanks being quoted at 6½¢ to 6⅝¢ lb. and coast tanks at 6¢ to 6¼¢ lb. Demand is not large even at these attractive quotations.

CORN OIL

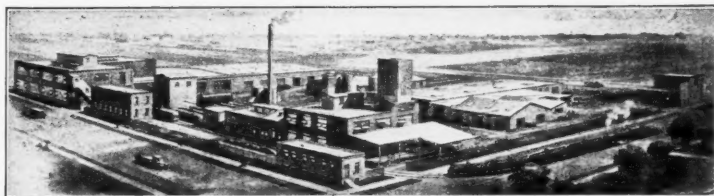
Lack of interest on the part of buyers again brought a decline in the price of crude corn oil which is offered now at 7¢ lb., inside, for mill tanks. Reports from producers forecast a smaller crop this year in view of the present low prices.

COTTONSEED OIL

The cottonseed oil market was quiet during the recent period, with sales in small volume

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Coconut Oil—Fatty Acids

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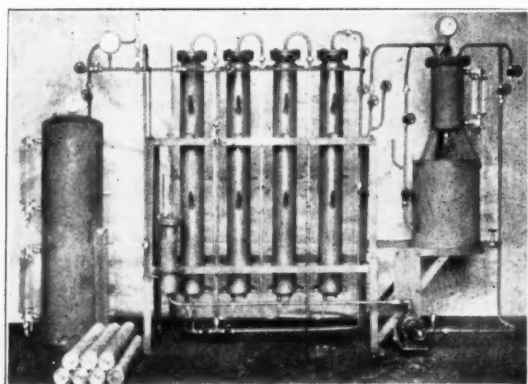
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Corn Oil Fatty Acid
Peanut Oil Fatty Acid
Linseed Oil Fatty Acid
Cottonseed Fatty Acid
Super Cochin Coconut Oil
Ceylon Coconut Oil
Coconut Oil Fatty Acid
Semi Refined Domestic Soya Bean
Crude Domestic Soya Bean
Cold Pressed Menhaden Fish Oil
Cold Pressed Sardine Oil
Crude California Sardine Oil
Recovered Lard Oil
Boiled Down Cottonseed Soap
Acidulated Palm Oil Fatty Acid
Naphthanic Acid
Gum Goulac
Wool Grease

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and prices on the decline. Both buyers and sellers seem content to remain inactive, awaiting further developments in the situation. Closing prices were 7c lb. on crude, and 8 $\frac{1}{4}$ c on P. S. Y.

GREASE

Another decline was noted in the greases, following the drop in tallow. New lows for the year were set when yellow and house grease sold at 5 $\frac{1}{8}$ c lb., inside. Renewed competition among sellers as a result of declines on other products was responsible for the drop.

PALM OIL

In harmony with the rest of the market Lagos palm oil, Niger palm oil and palm kernel oil all declined fractionally.

TALLOW

Additional offerings of tallow were made by producers at concessions all through the period, with the result that tallow dropped several times to reach 6 $\frac{1}{4}$ c lb. for fancy and 5 $\frac{1}{2}$ c for city extra.

R. R. Dupree, vice-president and general manager of Procter & Gamble Co., Cincinnati, stated in a recent appearance before the Federal Trade Commission that one of the principal

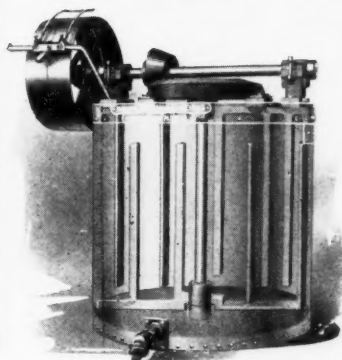
reasons for the present depressed state of the cottonseed industry is the large number of mills that have been constructed in the cotton belt for the crushing of seed. Procter & Gamble are now trying to buy up as many of these mills as possible.

The import duty on lard has been increased by Cuba from \$3.20 to \$7.20 per 100 kilos. This became effective May 17, but will not be applied to articles ordered prior to and shipped on or before that date.

During 1929 both the exchange situation and the low price of olive oil acted favorably for the Spanish manufacturers of castile soap. The figures of exports to the United States for 1929 were 1,107,546 and \$151,000 as compared with 1,097,039 for 1928. The United States takes nearly all the production of the Spanish factories. Prices to the retailer are constant and sales efforts are not increased or decreased from season to season as in the case of other commodities. The demand for this class of soap in Spain is practically nil.

The Philadelphia Quartz Company, Philadelphia, has purchased twelve and a half acres of land at South Gate, California, where a \$500,000 plant will be erected late this year.

MIXERS FOR EVERY PURPOSE

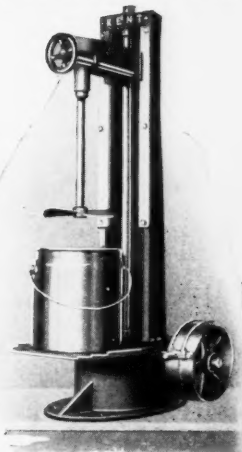


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For small batches—
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CURRENT PRICE QUOTATIONS

Chemicals

Acetone, C. P. drums	..lb.	.11 $\frac{1}{4}$.14
Acid, Boric, bbls. 99 $\frac{1}{2}$ %	..ton	135.00	162.50
Cresylic, 97%, dk., drums	..gal.	.55	.60
97-99%, pale drums	..gal.	.60	.70
Formic, 90%, tech.	..lb.	.10 $\frac{1}{2}$.12
Oxalic, bbls.	..lb.	.11 $\frac{1}{4}$.11 $\frac{1}{2}$
Salicylic, tech.	..lb.	.33	.37
Adeps Lanae, hydrous, bbls.	..lb.	.14	.15
Anhydrous, bbls.	..lb.	.15	.16
Alcohol, Ethyl, U. S. P., bbls.	..gal.	2.63	2.74
Complete Denat., No. 5, drums, ex. gal.	..lb.	.49	.54
Alum, potash, lump	..lb.	—	.03 $\frac{1}{2}$
Ammonia Water, 26° drums wks.	..lb.	.03	.03 $\frac{1}{2}$
Ammonium Carbonate, tech., bbls.	..lb.	.10 $\frac{1}{2}$.11 $\frac{1}{2}$
Bay Rum, Porto Rico, denat. bbls.	..gal.	.75	.80
St. Thomas, bbls.	..gal.	.75	.80
Domestic, bbls.	..lb.	.70	.75
Bleaching, Powder, drums, 100 lb.	..ton	2.00	2.60
Borax, pd., cryst., bbls. kegs.	..ton	66.00	77.50
Carbon Tetrachloride, car lots.	..lb.	.06 $\frac{1}{4}$.07
Carbon Tetrachloride, L. C. L.	..lb.	.06 $\frac{1}{2}$.10
Caustic, see Soda Caustic, Potash Caustic			
China Clay, filler	..ton	10.00	25.00
Cresol, U. S. P., drums	..lb.	.14	.17
Cresosote Oil, tanks	..gal.	.13	.16
Formaldehyde, bbls.	..lb.	.07 $\frac{1}{4}$.07 $\frac{3}{4}$
Fullers Earth	..ton	15.00	30.00
Glycerine, C. P., drums	..lb.	.13 $\frac{1}{2}$.14
Dynamite, drums	..lb.	.11	.11 $\frac{1}{2}$
Saponification, tanks	..lb.	.09	.09 $\frac{1}{2}$
Soaps, Lye, tanks	..lb.	.06 $\frac{3}{4}$.07
Hexalin, drums	..lb.	—	.60
Kieselguhr, bags	..ton	35.00	—

Lanolin, see Adeps Lanae.			
Lime, live, bbls.	..per bbl.	1.70	2.20
Menthol, cases	..lb.	4.15	4.30
Synthetic, tins	..lb.	3.00	3.65
Mercury Bichloride, kegs	..lb.	1.65	1.80
Naphthalene, ref. flakes, bbls.	..lb.	.04 $\frac{1}{2}$.05 $\frac{1}{2}$
Nitrobenzene (Myrbane) drums.	..lb.	.09 $\frac{1}{2}$.10 $\frac{1}{2}$
Paradichlorobenzene, bbls., kegs.	..lb.	.17	.25
Paraformaldehyde, kegs	..lb.	.38	.39
Petrolatum, bbls. (as to color)	..lb.	.09 $\frac{7}{8}$.08 $\frac{3}{8}$
Phenol, (Carbolic Acid), drums.	..lb.	.14 $\frac{3}{4}$.15
Pine Oil, bbls.	..gal.	.62	.72
Potash, Caustic, drums	..lb.	.06 $\frac{1}{4}$.06 $\frac{3}{8}$
Flake	..lb.	.06 $\frac{1}{2}$.08
Potassium Bichromate, casks.	..lb.	.09	.09 $\frac{3}{4}$
Pumice Stone, powd.	..100 lb.	2.50	4.00
Rosins (600 lb. bbls. gross for net)—			
Grade B to H, basis 280 lbs.	..bbl.	6.50	7.10
Grade K to N	..bbl.	7.20	7.35
Grade WG and WW	..bbl.	7.65	8.45
Wood, works	..bbls.	—	5.45
Rotten Stone, powd., bbls.	..lb.	.02 $\frac{1}{2}$.04 $\frac{1}{2}$
Silica, Ref., floated	..ton	22.00	30.00
Soap, Mottled 40 lb. box	..lb.	.15	—
Powdered White, U. S. P.	..lb.	.29	.30
Green, U. S. P.	..lb.	.07 $\frac{3}{4}$.08 $\frac{1}{4}$
Whale Oil, bbls.	..lb.	.04	.05 $\frac{1}{4}$
Soda Ash., Contract, wks., bags, bbls.			
100 lb.	..lb.	1.32	1.55
Five bbls., up, local	..100 lb.	2.34	2.49
Soda Caustic, Cont., wks., sld.	..100 lb.	2.90	—
Five drums up, solid, local.	..100 lb.	3.76	3.91
Five drums up, grnd. flk.	..100 lb.	4.16	4.31
Soda Sal., bbls.	..100 lb.	1.60	1.15
Sodium Bifluoride	..lb.	.17 $\frac{1}{2}$.19
Sodium Chloride (Salt)	..ton	20.00	25.00

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Caustic Soda
High grade electrolytic in solid
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Carbon Tetrachloride
Redistilled—water white—supplied
also in combination with other solvents
to meet individual requirements.



Tri Sodium Phosphate
Fine granular and powdered. Free flowing
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Powder naturally tends to cake . . . "Get rid of it!" says the Victor Chemical engineer, and an efficient screening device is introduced into the unique process of manufacturing Victor T. S. P.

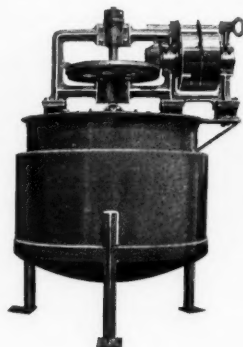
See for yourself how well this difficult job of removing dust and powder has been done. Send today for a liberal sample of Victor T. S. P.—the free-flowing T. S. P.

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Sodium Fluoride, bbls.lb.	.08½	.09
Sodium Hydrosulphite, bbls.lb.	.23	.27
Sodium Phosphate, bbls.lb.	.05¾	.04
(Trisodium phosphate)		
Sodium Silicate, 40 deg., drum. 100 lb.	.70	.80
Drums, 60 deg., wks.100 lb.	1.65	—
In tanks, 10c less per hundred works.		
Tar Acid Oils, 15-25%gal.	.26	.30
Zinc Oxide, lead freelb.	.06½	.07
Zinc Stearate, bbls.lb.	.24	.26

Oils—Fats—Greases

Castor, No. 1, bbls.lb.	.12¼	.12½
No. 3, bbls.lb.	.11¾	.10
Tanks, Coastlb.	.06½	.06¾
Coconut, tanks, N. Y.lb.	.06	.06¼
Fatty acids, mill. tankslb.	.10	—
Cod, Newfoundland, bbls.gal.	.60	.62
Copra, bulk, Coastlb.	.03¾	.0378
Corn, Corn, tanks, millslb.	.07	.07¼
Bbls., N. Y.lb.	.09½	Nom.
Fatty acidlb.	.07¾	—
Cottonseed, crude, tanks, milllb.	.07	.07½
PSYlb.	.08¼	.08¾
Fatty Acids, mill, bbls.lb.	.08¼	—
Degras, Amer., bbls.lb.	.03¾	.04½
English, bbls.lb.	.04½	.05
German, bbls.lb.	.03¼	.03¾
Neutral, bbls.lb.	.07¾	.09
Greases, choice white, bbls., N. Y.lb.	.057	.07½
Yellowlb.	.05½	.05¼
Brownlb.	.05	.05½
Houselb.	.05½	.05¼
Lard, prime, steam, tierceslb.	.10	—
Compound tierceslb.	.10¾	.11
Lard Oil, edible primelb.	.12½	—
Extra, bbls.lb.	.10¼	—
Extra, No. 1 bbls.lb.	.09¾	—
No. 2, bbls.lb.	.09½	—
Linseed, raw, bbls., spotlb.	.1400	.1480
Tanks, rawlb.	—	.1320
Boiled, 5 bbls. lotslb.	—	.1520
Menhaden, Crude, tanks, Balt.gal.	.35	Nom.
Oleo Oil, No. 1, bbls., N. Y.lb.	.1178	—
No. 2, bbls., N. Y.lb.	.1058	—
Olive, denatured, bbls., N. Y.gal.	.70	.80
Shipmentsgal.	.70	—
Foots, bbls., N. Y.lb.	.06½	.07
Shipmentslb.	.06½	—
Palm, Lagos, casks spotlb.	.06¾	—
Shipmentslb.	.06	—
Niger casks, spotlb.	.06½	—
Shipmentslb.	.06	—
Palm Kernel, pkgs.lb.	.07¼	.07¾
Tank carslb.	.06½	—
Peanut, refined, bbls., N. Y.lb.	.11¾	—
Crude, bbls., N. Y.lb.	.09¼	.09¾
Red Oil, distilled, bbls.lb.	.10½	.10%
Saponified, bbls.lb.	.10½	.10%
Tankslb.	.09¼	—
Soya Bean, crude tks., Pac. Coast.lb.	.08¾	.0878
Crude bbls., N. Y.lb.	.10½	.11
Refined, bbls., N. Y.lb.	.12	.12½
Stearic Acid		
Double Pressedlb.	.14¼	.15
Triple pressed, bgs.lb.	.16½	.17
Stearine, oleo, bbls.lb.	.08½	.08¾
Tallow, fancy, f. o. b. plantlb.	.06¼	—
City, ex. loose, f. o. b. plantlb.	.05½	—
Tallow, oils, acidless, tanks, N. Y.lb.	—	.09½
Bbls., c/1, N. Y.lb.	—	.09¾
Whale, nat. winter bbls., N. Y.gal.	—	.78
Blehd., winter, bbls., N. Y.gal.	—	.80
Extra blehd., bbls., N. Y.gal.	—	.82

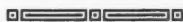
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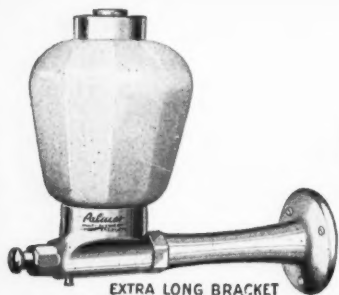
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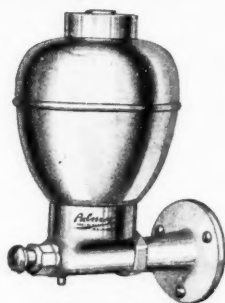
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Exclusive Bowl Replacement Feature

Permits replacement of broken glass bowls without removing bracket from wall although bowls in service are just as securely attached to bracket as though cemented in.

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Uniform quality; no foreign or insoluble matter.

Blends with other waxes, resins, oils, etc.

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Price Schedule (f.o.b. New York)

400 lb. lots
22¢ per lb.

40 lb. cans
27¢ per lb.

8 lb. trial cans
32¢ per lb.

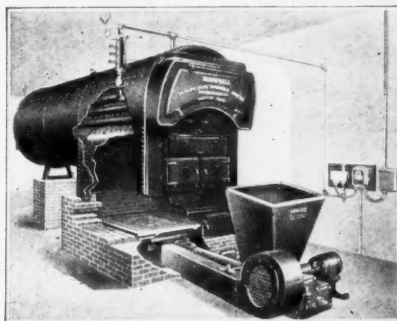
GLYCO PRODUCTS CO., Inc.

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Essential Oils

Almond, Bitter, U. S. P.lb.	2.50	2.75
Bitter, F. F. P. A.lb.	2.90	3.10
Sweet, canslb.	.57	.60
Apricot, Kernel, canslb.	.35	.36
Anise, canslb.	—	—
U. S. P. canslb.	.90	1.05
Araucaria, caseslb.	1.75	1.80
Bay, tinslb.	2.20	2.40
Bergamot, copperslb.	2.70	3.00
Artificiallb.	2.00	2.25
Birch Tar, rect., bot.lb.	.45	.50
Crude, tinslb.	.13	.14
Bois de Rose, Brazilianlb.	1.20	1.30
Cayennelb.	1.85	1.95
Cade, canslb.	.26	.27
Cajuput, native, tinslb.	.75	.80
Calamus, bot.lb.	3.25	3.50
Camphor, Sassy, drumslb.	.25	—
White, drumslb.	.25	.26
Cananga, native, tinslb.	2.50	2.75
Rectified, tinslb.	3.00	3.25
Caraway Seedlb.	1.70	1.85
Cassia Redistilled, U. S. P., canslb.	1.35	1.40
Cedar Leaf, tinslb.	1.05	1.20
Cedar Wood, light, drumslb.	.39	.42
Citronella, Java, drumslb.	.60	.62
Citronella, Ceylon, drumslb.	.56	.58
Cloves, U. S. P., canslb.	1.65	1.70
Copaibalb.	.31	.33
Eucalyptus, Austl., U. S. P., cans—lb.	.50	.52
Fennel, U. S. P., tinslb.	.95	1.00
Geranium, African, canslb.	4.00	4.50
Bourbon, tinslb.	4.00	4.50
Hemlock, tinslb.	1.00	1.10
Lavender, U. S. P., tinslb.	2.60	5.00
Spike, Spanish, canslb.	.90	1.10
Lemon, Ital., U. S. P.lb.	1.15	1.30
Lemongrass, native, canslb.	.65	.68
Linaloe, Mex., caseslb.	2.30	2.40
Neroli Artificiallb.	10.00	20.00
Nutmeg, U. S. P., tinslb.	1.70	1.80
Orange, Sweet, W. Ind., tinslb.	2.60	2.70
Italian, cop.lb.	2.70	3.00
Distilledlb.	1.55	1.60
Origanum, cans tech.lb.	.25	.30
Patchoulilb.	5.80	6.00
Pennyroyal, dom.lb.	1.65	1.70
Importedlb.	1.15	1.20
Peppermint, nat. caseslb.	2.75	3.00
Redis., U. C. P., caseslb.	3.15	3.25
Petit Grain, S. A., tinslb.	1.80	1.90
Pine Needle, Siberianlb.	.65	.70
Rose, Naturaloz.	13.00	21.00
Artificialoz.	2.00	2.75
Rosemary, U. S. P., drumslb.	.40	.45
Tech., lb. tinslb.	.30	.35
Sandalwood, E. Ind., U. S. P.lb.	8.00	8.50
Australianlb.	5.65	—
West Indian (Amyris)lb.	1.95	2.25
Sassafras, U. S. P.lb.	1.20	1.30
Artificiallb.	.29	.32
Spearmint, U. S. P.lb.	4.50	4.75
Thyme, red, U. S. P.lb.	.70	.80
White, U. S. P.lb.	.85	.90
Tech.lb.	.60	.70
Vetivert, Bourbonlb.	6.00	6.25
Javalb.	20.00	22.00
Ylang Ylang, Bourbonlb.	8.00	9.00

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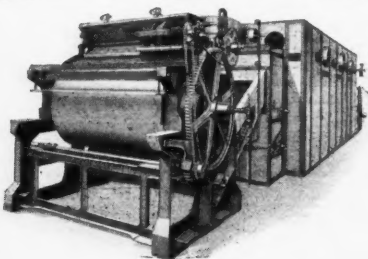
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New throughout—new chilling rolls—new dryer, this machine not only produces the most satisfactory soap chip, but it excels in high capacity, saving of floor space, reduced steam consumption, low cost of operation. Write.

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Acetophenone, C. P.lb.	3.25	3.75
Amyl Cinnamic Aldehydelb.	4.00	8.00
Anethollb.	1.90	2.10
Benzaldehyde, tech.lb.	.60	.65
F. F. C.lb.	1.10	1.30
Benzyl Acetatelb.	.75	.90
Alcohollb.	1.20	1.25
Citrallb.	2.75	4.00
Citronellallb.	2.00	3.50
Citronellollb.	3.00	5.00
Citronellyl Acetatelb.	13.00	14.00
Coumarinlb.	3.50	4.00
Diphenyl oxidelb.	1.15	1.25
Eucalyptol U. S. P.lb.	.85	.95
Eugenol, U. S. P.lb.	3.50	3.75
Geraniol, Domesticlb.	2.65	2.75
Importedlb.	3.00	3.25
Geranyl Acetatelb.	2.75	3.50
Heliotropin, dom.lb.	1.90	2.00
Importedlb.	2.35	2.60
Hydroxycitronellallb.	5.50	6.00
Indol, CPoz.	6.00	6.50
Iononelb.	5.00	10.00
Iso-Eugenollb.	5.00	5.50
Linaloollb.	3.00	4.00
Linalyl Acetatelb.	3.75	5.00
Menthollb.	4.15	4.30
Methyl Acetophenonelb.	3.75	4.25
Anthranilatelb.	2.40	2.60
Paracresollb.	8.00	9.00
Salicylate, U. S. P.lb.	.40	.43
Musk Ambrettelb.	6.50	7.00
Ketonelb.	7.50	8.00
Xylenelb.	2.60	3.00

Phenylacetaldehydelb.	5.00	8.00
Phenylacetic Acid, 1 lb. bot.lb.	3.00	4.00
Phenylethyl Alcohol, 1 lb. bot.lb.	4.50	6.50
Rhodinollb.	9.00	18.00
Safrollb.	.33	.35
Terpineol, CP, 1,000 lb. drs.lb.	.30	.32
Canslb.	.31	.33
Terpinyl Acetate, 25 lb. canslb.	.80	1.15
Thymol, U. S. P.lb.	2.00	2.40
Vanillin, U. S. P.lb.	6.25	7.00
Yara Yaralb.	1.50	2.50

Miscellaneous

Insect Powder, bbls.lb.	.27	.30
Concentrated Extractlb.	2.05	2.12
Gums—		
Arabic, Amb. Sts.lb.	.19	.20
White, powderedlb.	.24	.27
Karayalb.	.13	.28
Tragacanth, Aleppo, No. 1lb.	1.28	1.40
Sortslb.	.50	—
Turkish, No. 1lb.	1.00	Nom.
Waxes—		
Bayberry, bgs.lb.	.23	.26
Bees, whitelb.	.48	.52
African, bgs.lb.	.30	.31
Refined, yel.lb.	.31	.40
Candelilla, bgs.lb.	.19	.20
Carnauba, No. 1lb.	.30	.31
No. 2, Yel.lb.	—	Nom.
No. 3, Chalkylb.	.21	.22
Japan, caseslb.	.14½	.15
Paraffin, ref. 125-130lb.	.04¼	.05¾

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Water White—Fine Odor—One of the Best
Low Cost Odors for Soaps, Fly Sprays,
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White Crystals with Fine Natural Odor for
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Sole Import and Sales Agents in the U. S. A. for the Manufacturers.

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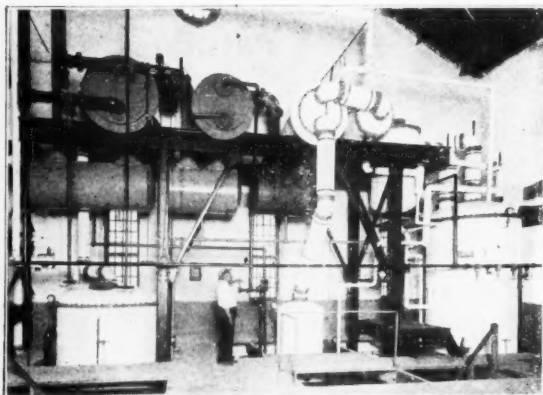
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The most efficient Glycerine Refining Plant operating with the lowest refining loss and the highest yield of finished product.

The outstanding features of the WURSTER & SANGER process and equipment are:



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Complete Plants for

Crude, Dynamite and C. P. Glycerine
Laundry, Toilet and Liquid Soaps
Spray-Process Soap Powder
Fatty Acid Distillation
Fat Splitting, Stearic Acid and Red Oil
Refining of Fats and Oils
Hydrogenation of Oils

WURSTER & SANGER, INC.
5201 Kenwood Avenue
Chicago

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Rosin Outlook

(From Page 29)

source places the wood rosin purchases at 25% of the total rosin purchases, while other estimates put the amount considerably lower. The product is relatively new, and has not as yet had a chance to become as widely known as it will be after a few more years of education of the consuming trade. The outlook for increased consumption is very good. One of the factors which has limited the sales of all rosins recently has been the low level of prices in the markets for oils, fats, greases and tallow.

Soap manufacturers cannot use rosin unless it is priced at least 50% under the oils and greases for which it is substituted. There would no doubt have been a greater use of rosin in the last year were it not for the fact that the oils and greases have also been under-priced. The recent further reductions in rosin prices, bringing them to the lowest levels which have prevailed in the past five years, have stimulated interest among soap makers, and many of them have already replenished stocks at the very attractive prices now being quoted. While the immediate outlook for the rosin market is not bright, it is certain that in the near future, there will be a change to lessened production and higher prices.

Reports have it that several of the largest rosin consuming organizations in the country have been quietly accumulating stocks of both wood and gum rosins during the past month or two. That the present unusual situation is one which gives buyers an opportunity at prices which may not be duplicated for a period of years, appears to be recognized. The economic correction of the present situation is bound to come, and with its coming, higher prices seem to be a certainty.

Soap in Central America

(From Page 33)

cheaper than the prices in the larger factories. For instance, this factory in Heredia gets ten fifty in Costa Rican money for one case of its best yellow soap which is the best that it makes. For the second grade, the price is nine Colones a case. For the blue, the price is ten Colones and fifty centimos a case while for the black, the cheapest of all, the price for a single case is six Colones. On orders of twenty cases or more, the price is fifty centimos of a Colon a case less.

The method of cutting the cakes is interesting. The proprietors of this factory cut the twenty-three pounds that constitute a case into as many bars as the store proprietor making

DISINFECTANT manufacturers



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the Por-Pail

see why
your product
should be
in it

The pouring perfection of this drum and its possibilities for permanent advertising make it just the type of steel shipping container for liquid disinfectants.

The Por-Pail may be filled thru either the full head or the spout opening. It ships absolutely liquid-tight with its spout hanging inside. To use it is only necessary to take out the rigid, tubular spout, screw onto the nozzle and release the screw vent. The Por-Pail pours fast, smooth and accurate without gushing and splashing.

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A COMBINATION of POTASSIUM PERSULPHATE and BECCO ELECTROLYTIC HYDROGEN PEROXIDE for the improved bleaching of soaps. Learn about this newest bleaching agent which is already being used by some of the leading soapmakers.

Send samples to our laboratory for a free test of this new bleaching method.

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GERANIOL for SOAP

In various grades to meet
every requirement as to price.

A. M. TODD COMPANY

KALAMAZOO, MICH.

Business established in 1869

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the purchase desires. It is entirely a matter with the purchaser whether he wants twenty cakes or a hundred cakes. And retail prices in the stores is just as interesting. It is the custom in the smaller cities where the product of this factory is sold, for the store proprietor to sell as much or as little soap as the customer desires from ten centimos up. This is not only true of Heredia but of the other smaller cities in Costa Rica of which there are many.

Thus we find in Costa Rica soap factories fighting not only the imported soaps but the product of the other factories, because everywhere the production, or at least the capacity, is greater than the demand. The economic situation has encouraged manufacturing of every sort, soap included. But at the same time the economic situation is such that most people have very little money for anything. Soap is one of the last things they buy.

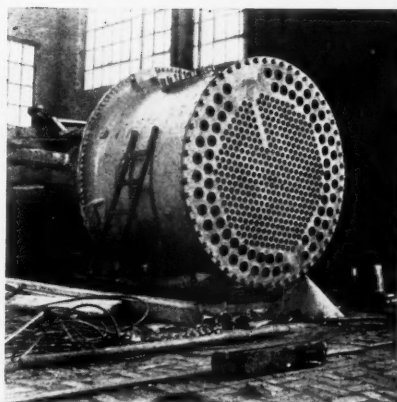
As far as foreign made soaps are concerned, France and Spain easily have the market with Germany furnishing a third largest supply. American soaps are to be had, to be sure, but they are far from prominent in the soaps displayed in the drug stores and other stores handling such articles. The soaps from France and Spain are unusually popular, and although they are high priced, they sell in fair volume considering everything. True, it is the better class of people who buy them, people who have a few extra Colones for such items as soap and who do not have to spend all of their spare time wondering where the next meal of rice and beans is coming from. As has been said, the price of imported soaps is high, very high, but relatively speaking, the price of everything in Costa Rica is just about as high.

Soap Patents

(From Page 41)

47. **Grant 471,668.** Mar. 29, 1892. The process of making soap, consisting in placing oils and other fatty ingredients unitedly or individually in a melted but unboiled condition within a receptacle, incorporating the necessary compounds in the mixture, agitating the combined mass in different directions and at different speeds by regulated mechanical devices, spraying liquid caustic soda over the surface of the mass while agitating it, removing the agitating devices, and allowing the mass to cool without removing it from the receptacle.

48. **Stanton 499,762.** June 20, 1892. The process of permanently impregnating or infusing soap or soap-stock with naphtha,



Calandria for GARRIGUE Evaporator

The calandria or heating element of the GARRIGUE Evaporator consists of a flanged cast iron ring flared out at one end with seamless copper tubes expanded into heavy copper tube sheets. Expansion of the tubes is taken care of by the flexing of the upper or larger tube sheet. Proper circulation of the liquor through the tubes is obtained by baffling the flow of the steam within the calandria.

WM. GARRIGUE & CO., Inc.

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Fatty Acid Distillation Soap Powder
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Oil Hydrogenation
Glycerine Distillation

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RELIABLE

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Industrial Chemicals Division

American Cyanamid Company

555 Fifth Avenue New York

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which consists in gradually and continuously a soap-stock with naphtha, then conveying the soap-stock into a vessel and while so confined therein heating to ebullition and preventing the escape of the volatile components thereof so as to permanently incorporate the naphtha in the resultant product.

49. **Cressonnières & Cressonnières 500,535.** June 27, 1893. The process of manufacturing kneaded or agglomerated soap, which consist in gradually and continuously laminating the liquid soap for facilitating the escape of moisture, treating the laminating soap with heated air to maintain it at the proper temperature, and partially dry it, shredding the partially dried laminated soap, treating the shredded soap with heated air to complete the drying action, and finally treating the dried soap with cold air before it is deposited.

50. **Schicht 509,049.** Nov. 21, 1893. The method of making hard potash and potash soda soap, which consists in heating concentrated soda caustic alkali of about 45° Baumé in the soap boiler to a temperature of about 135° C., heating the fat in a separate vessel to a temperature of about 100° C., and then introducing the hot fat into the

hot alkali in the form of fine jets and agitating the mixture.

(To be Continued)

New Patents

(From Page 63)

in a substantially anhydrous non-hydroxylic organic diluent which is a non-solvent and chemically inert with respect to the soap, and allowing the resulting anhydrous products and the diluent to congeal together.

No. 1,753,661. Water Softener and Method of Preparing. Patented April 8, 1930, by Walter N. McConkey, Lima, Ohio. As a new product, a liquid water softener containing aluminum hydroxide held in suspension in a water solution.

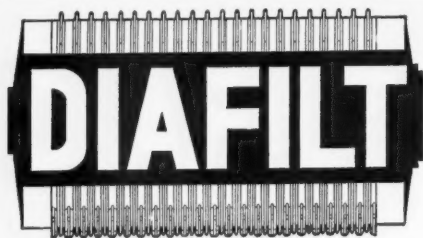
No. 1,754,148. Fumigating Compound and Process of Producing the Same. Patented April 8, 1930, by Kenneth F. Cooper, Great Neck, New York, assignor to American Cyanamid Company, New York, New York, a Corporation of Maine. As an article of manufacture, a composition of matter which comprises a mixture of inert material with a cyanogen compound of a metal, substantially free from alkali metal compounds.

*No Decolorizing Problem
Too Difficult For*

**CARBORAFFIN
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High-Active Decolorizing Carbons

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nish further information.*

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**Allow us to quote you
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INSECTICIDE AND DISINFECTANT REVIEW

Official Publication of *The Insecticide and Disinfectant Manufacturers Association.*
Harry W. Cole, Holbrook, Mass., Secretary.

Insecticide and Disinfectant Makers Meet in Chicago

*Seventeenth Summer Meeting at Edgewater Beach Hotel Discusses
Para Labels, Perfuming, Disinfectant Names*

THE seventeenth annual summer meeting of the Insecticide & Disinfectant Manufacturers Association closed June 11 at the Edgewater Beach Hotel, Chicago, after an intensive discussion of most of the common problems of the industry including the labelling of paradichlorbenzene products, testing and nomenclature of disinfectants, pyrethrum testing, perfuming of spray products, disinfectant and insecticide sales methods, and other subjects. About one hundred manufacturing organizations in the industry were represented at the meeting. Dr. Robert C. White of Philadelphia, president of the Association, presided over most of the sessions, being relieved in the chair upon occasion by Evans E. A. Stone of William Peterman, Inc., New York, first vice-president. The program of the meeting was in charge of E. B. Loveland of Stanco, Inc., New York. The annual summer banquet was held in the Lincoln Room of the Edgewater Beach Hotel on Tuesday evening, June 10. Arrangements and entertainments were in charge of Samuel H. Bell of the Koppers Products Co., Pittsburgh.

The opening session on Monday morning was taken up chiefly with the reports of regular and special committees, followed in the afternoon by discussions of the Terry Patent Suit, and National Insect Killing Week, and a report and discussion of Simplification of Disinfectant Nomenclature by Dr. G. F. Reddish of the Lambert Pharmacal Co. and others. (Full stenographic report of this discussion will be published in the July issue of *Soap*.) The successful decision in favor of the defendant in the Terry Patent case involving

pyrethrum fly sprays was brief. The trade is awaiting the expiration of the appeal date in this case which is July 5.

ONE of the chief discussions of the convention was that covering the marketing and labelling of paradichlorbenzene products especially those sold in retail packages. This discussion was preceded by short resumes of the situation by R. E. Sturhahn of Monsanto Chemical Works, and J. A. Cavanaugh of Dow Chemical Co. They explained the various uses of para and the restrictions which the Department of Agriculture placed upon the label claims, particularly emphasizing the fact that for successful moth control work a minimum of one pound of crystals or blocks to every ten cubic feet in a closed chamber was necessary. A sharp attack on the methods being used by some companies in selling and labelling para products came from several quarters. Henry Nelson of the Chemical Supply Co., Cleveland, and H. W. Hamilton of the Koppers Products Co., Pittsburgh, cited a number of specific examples as part of this. Evans E. A. Stone of William Peterman, Inc., New York, reviewed briefly some of the present violations of the law in the small para packages and urged upon the representatives of the paradichlorbenzene manufacturers present that they undertake to educate the manufacturer and distributor in the correct legal labelling of their goods.

Other speakers included Russell B. Stoddard of van Ameringen-Haebler, Inc., New York, on "Perfuming of Fly Sprays." The address appears on following pages. C. C. Baird of Baird & McGuire, Inc., Holbrook, Mass., re-

ported for the Tariff Committee and indicated little change apparently contemplated in the rates on the products of the disinfectant and insecticide industries. A paper on "Correlating Pyrethrum Tests" was read by Dr. A. Weed of John Powell & Co., New York. (This will appear in the July issue of *Soap*.) Other reports and papers, some of which are not available for immediate publication, included one on "Selling" by Elon G. Barton, advertising director of the LaSalle Extension Institute, "Safe-guarding Your Advertising Investment" by Flint Grinnell of the Chicago Better Business Bureau, report of "Analysis of Coal Tar Disinfectants" from U. S. Department of Agriculture, report on new emblem and slogan by C. P. McCormick of McCormick & Co., Baltimore, and others.

An amendment to the constitution of the Association which automatically places all past presidents of the organization on the Board of Governors, was submitted to the meeting and adopted, as follows: "Resolved, that Section 2, Article 4, of the Constitution which now reads: 'The President, First and Second Vice Presidents, Treasurer, Secretary and six members elected by the Association, shall form the Board of Governors which shall be the governing body of the Association and shall be elected each year at the annual meeting of the Association for one year and shall serve until their respective successors have been chosen and take office' be amended to read: 'The President, First and Second Vice Presidents, Treasurer, Secretary and six members elected by the Association, together with all Past Presidents who are members in good standing, shall form the Board of Governors, which shall be the governing body of the Association and, excepting the Past Presidents, shall be elected each year at the annual meeting of the Association for one year and shall serve until their respective successors have been chosen and take office.'"

Various addresses and important committee reports are given in the following pages. Those which are not available as *Soap* goes to press, will be published in the July issue. All important discussion will also be extracted from the stenographic report of the meeting and published in full.

Perfuming of Fly Sprays

Address by

R. B. STODDARD

IT always seems more than a trifle presumptuous for an outsider to offer suggestions regarding the conduct of their business to men who are intimately familiar by daily and hourly contact with all details of it. It is a fact, however, that a better perspective is obtained with a telescope than with a

microscope and the outside observer sees important general tendencies which are overlooked or not rated highly enough by the man whose chief preoccupation of necessity is with business details.

Every business, even a comparatively new one, soon falls into the rut of doing certain things and continuing certain practices for no better reason than that they have always been done that way. The manufacture and sale of fly sprays on a large scale for household use has grown up in the last ten years and yet the industry is definitely handicapped by blind adherence to the methods and standards of the earliest manufacturers and particularly by devotion to the idea that when it comes to scenting the product cheapness is the one end and aim.

This is natural enough. Most industries have started out much the same way but with the experience of others available as a sure guide it is folly not to make use of it. Nothing in the history of American commerce is more thoroughly proven than the fact that the American consumer and particularly the housewife on whom you must depend for the large bulk of your sales, demands convenience and luxury and is willing to pay for it. Most sprays on the market to-day may be convenient and effective but they are as far from being luxurious as the old yellow bars of laundry soap, and you know what has happened to the sale of that.

A consumer survey to get the general reaction to sprays and insecticides has elicited the interesting fact that practically all women would prefer to have them odorless. That one fact is an indictment of your industry. The trend in other lines is toward perfumed products. Women buy perfumed soap at a decided premium over the unperfumed; they are going so far as to buy and pay a premium for increasing quantities of colored and perfumed toilet paper. In dozens of other lines manufacturers are studying how to give their products an agreeable odor because they know definitely that women like perfumes and will pay more for a product which meets their fancy.

Yet when it comes to sprays we find women almost unanimously in favor of odorless sprays simply and solely because your adherence to the ideal of cheapness has made fly sprays synonymous in their minds with disagreeable odors. Naturally, when the mere mention of a spray calls to mind rooms saturated with the reek of methyl salicylate and artificial sassafrass or even mirbane, a woman turns with welcome relief to the unattainable ideal of an odorless spray.

That is the one thing you cannot give her for the reason that your base, Kerosene, is inherently odorant and no amount of reining will make it odorless. The best you can do is to use a refined Kerosene and cover its odor with a sufficiently agreeable scent to nullify the consumer resistance which you have been assiduously building up by the use of disagreeable odors.

Heretofore, as perhaps I have hinted, it would seem that cheapness has been the chief objective in the selection of odors. The earlier manufacturers discovered, and that discovery is not challenged now, that methyl salicylate and artificial sassafrass were ideal perfuming agents in the sense that they would disguise the odor of kerosene at the least possible cost per gallon. It is equally true that a dead skunk will disguise the disagreeable odor of automobile exhaust over a considerable stretch of highway but the device has not received any wide acceptance.

Some enterprising manufacturers have even made use of oil of mirbane in their sprays on the theory that its covering power was at least equal to that of the other two products mentioned, its odor only a little more unpleasant, and its price considerably less.

The fact that it is a dangerous and frequently fatal poison when breathed into the lungs or absorbed

through the skin in sufficient quantities and has a serious effect on the health even in minute quantities seems to have been somewhat overlooked. Terpineol is being used now more largely and while it certainly is an improvement over the items just discussed it is not going to go far toward removing the feminine prejudice against sprays. Here again the choice has been dictated by cheapness and all other factors have been disregarded. It seems much as if the manufacturer goes into conference with himself and says, "Now, we are going to have the finest odor we can get in our spray, but we won't spend over five cents a gallon."

That idea is absolutely wrong. On that basis you can fight each other for the existing business but no amount of advertising either competitive or educational is going to increase the total volume of business beyond a definite limit until the consumer resistance caused by disagreeable odors is removed or minimized. You may say that your costs and your selling price will not permit any larger allowance for perfume. I question if that is actually true and I do not believe it is good economy to put out a badly and cheaply perfumed product and then spend tens of thousands of dollars in advertising to force it on an unresponsive public. It would look like better business to spend a few of those thousands making the product easier to sell by giving it an attractive odor.

And if the question of cost per gallon is figured so closely that I am wrong in supposing you cannot afford a better odor at present selling prices, don't forget that the American public has proved in numberless cases that it is willing and eager to pay more in order to exercise its preference for better, more convenient or more luxurious products. I'll wager that 95 per cent or more of you use shaving cream although you know that a shaving stick will give you three or four times as many shaves at the same cost and I wager most of your bathrooms at home are supplied with perfumed toilet soaps in defiance of the lower cost of the unperfumed. There is no question but that you can afford to use better odors in your sprays. There is grave doubt whether you can afford not to.

Turning to the question of the choice of odors it is desirable to consider first the general requirements. First and foremost, the odor must be pleasing. Second, and this is a purely technical point, it should not cloud kerosene although if the spray is sold in tins this is of little consequence. Third, the odor must be light and not overpowering. It must be sufficiently lasting to cover the residual odor of the kerosene but should not linger long after that. This is a most important point and deserves plenty of consideration. Whatever odor you choose and however pleasing it may be no one wants their rooms permanently saturated with it.

The so called new mown hay type of odor which has gained so much fame on account of its adoption by one large manufacturer represents a tremendous advance over the cheap and disagreeable products already discussed but it is open to objection as being too heavy and lasting to be ideal for the purpose. It is not easy to so balance an odor that it will cover the kerosene, be agreeable and yet last just long enough without being too lasting. Yet it can be done and should be done in the case of every spray on the market.

Now we come to the last requirement and I expect some of you may say it is the most vital one. The odor chosen not only must accomplish all the objects just mentioned but it must do so within certain cost limits. These limits, however, must not be as low as you have been accustomed to consider them. At a cost of five cents a gallon you can get measurable if somewhat unsatisfactory results with methyl salicylate, artificial sassafras or terpineol but you cannot hope to get a really satisfactory odor at that cost nor is

there any reason why you should try to. You can afford to spend more than that at current selling prices and if you want to put out a quality product in which the agreeableness of the odor is emphasized you can get proportionately more for it to cover any extra expense.

Remember that while people buy sprays to kill flies, mosquitoes, etc. they buy your particular spray the first time by accident or because of your advertising and they don't come back for it a second time or recommend it to their friends unless they like it. Your spray must be effective but an agreeable, pleasant and characteristic odor will endear it to your customers a lot quicker and more effectively than any belief in its marvelous fly-killing qualities, which after all are probably no better than those of numerous competitive articles, and if they like the odor of your spray and it does the work, the fact that other sprays may sell a few cents less a can will not influence them at all. Under these conditions it seems absurd to argue that you cannot afford to perfume your spray. The only question is how much you can afford. My own estimate is that you can well afford an allowance of 20 cents a gallon in all cases and well above that on a quality, fancy-price product. For that amount or even for quite a bit less the odor of most sprays on the market to-day can be vastly improved.

Another question of interest is the type odor to be chosen. Of the lighter definitely floral type of odors, lilac, lavender, jasmine and rose immediately suggest themselves as suitable and practicable while the number of possibilities among bouquet odors, by which I mean compositions of no definite flower type, is practically limitless.

One possibility which suggests itself here though it is a little outside the scope of perfumes, is that of choosing a container design which will harmonize with the odor especially if the odor be of a floral type. As a matter of fact most packages now in use as well as most odors are decidedly loud rather than harmonious.

There is one other important question which inevitably comes up when the matter of perfumes is discussed and that is the question of compounds. Many of you have a distinct prejudice against the use of perfume compounds, feeling no doubt that by the adoption of one you thereby put yourself in the hands of the supplier whereas when you use staple articles you can always put out bids and buy from the cheapest seller. Speaking plainly, that is absurd. When you buy a raw material you buy that and nothing more. When you select and adopt a perfume compound you do so because it gives you the most satisfactory results you can get at a set cost per gallon, and when you buy it you are purchasing not only the raw materials used but the perfuming skill which combined those materials in the most effective manner. Unless you can afford to employ a skilled perfumer, and skilled perfumers are few in number and expensive to employ, the cheapest way to avail yourselves of that skill is to buy a finished compound. And let me tell you also that it takes a higher degree of perfuming skill to produce satisfactory results for your requirements at a cost of one to three dollars a pound for the finished oil than it does to make an expensive perfume.

When costs are down to that level every cent counts and every ingredient used must be chosen and blended to give the absolute maximum of result. Few of you are in a position to realize the part that skill, experience and genius play in the blending of perfumes and particularly in lowering costs. I have seen a perfume composition actually costing in raw materials alone over six dollars a pound duplicated by an expert so far as effect was concerned at a cost of under three dollars. Your problem of covering a harsh odor with an agreeable one at an absolutely minimum cost certainly needs that kind of skill.

COAL TAR DISINFECTANTS

Uniform! Reliable! Standardized!

Producing our own raw materials, compounding and testing them in our own plants and laboratories, enables us to guarantee Dependable Disinfectants of both *soluble* and *emulsifiable* types.

Our soluble disinfectants form clear pale solutions and our emulsifiable ones form rich milky solutions; free from deposit . . . when diluted with water.

FROZEN TAR ACID OILS

10% to 40% Strength

Appropriate for the manufacture of disinfectants free from naphthalene deposits. When properly compounded will yield white emulsions.

Samples, prices, and full information furnished gladly on request.

KOPPERS PRODUCTS COMPANY

Koppers Building Pittsburgh, Pa.

TAR PRODUCTS CORPORATION

Providence Rhode Island

THE WHITE TAR COMPANY OF NEW JERSEY, INC.

Belleville Turnpike Kearny, N. J.

Divisions of The KOPPERS COMPANY

KOPPERS

Disinfectants

Coal Tar Disinfectant

(Coefficient 2-20)

Tar Acid Oils

Tar Acid Disinfectant

(Liquor Cresolis Compositus
U. S. P. and Soluble Cresylic
Compounds)

Animal Dips

Cattle Sprays

Cresol U. S. P.

Cresylic Acid

Light Oil Distillates

(Benzol, Toluol, Xylol, Solvent
Naphtha)

Wood Preservatives

Agricultural Chemicals

(Ammonium Sulphate, Flota-
tion Sulphurs)

Naphthalene

(Moth Balls ... Flakes ... Crude
and Refined ... All Kinds)



These products can be bought
by the can or carload—put
up as your own brand or
shipped in bulk.

COAL TAR PRODUCTS

Say you saw it in SOAP!

Most of you will agree with me that if you can find a product which will best do your work at the cost allowed for it you should use it. Yet if it is a compound some of you will shy away from it, not because of your fear that you will suffer from depending on one source of supply for you know that if the source is reliable the supply will be constant and uniform and the price will be unchanged. You will give that as an excuse but it will only be a subterfuge. The real reason will be the purchasing agent's dislike for using any product which cannot be purchased in the open market. That is understandable enough though not entirely logical and it is up to you as individuals to decide whether in your case the so-called freedom is worth anything like enough to justify you in refusing to use an otherwise ideal perfume.

Report of the Secretary

Since my last report to you in December, sixteen bulletins have been issued. These dealt chiefly with legislation and with rulings of the U. S. Dept. of Agriculture pertaining to the labeling of insecticides and disinfectants. Of the mass of bills introduced in state legislatures in the last five months, very few affected the products our members make. It is the character of these bills, rather than the number, which often gives us most concern. On February 20th we asked you to use your best effort to have suitably amended or killed Kentucky House Bill No. 301. This was a caustic acid measure and contained definitions which made it far more drastic than the Federal Act after which it was patterned. Despite the protests which were made against this bill, it passed the House, but luckily for those who would have been affected, it was killed on third reading in the Senate. We cannot too strongly impress upon members the necessity of prompt action when harmful legislation is reported.

As time goes on we hear more and more of standardization, not only of products, but containers, manufacturing and selling methods, and even nomenclature. Our own association has four committees at work at this time on standardization; one on insecticides, one on disinfectants, one on liquid soaps and one on terms used by the industry. During these meetings you will hear a report from the chairman of each committee.

Since the first of the year we have scanned many reports on the activities of the Federal Trade Commission whose powers now extend to the advertising of products sold in inter-state commerce. Innumerable instances have been found of sanitary materials advertised to the consumer under deceptive or misleading descriptions. In cases like these the U. S. Department of Agriculture has no direct jurisdiction unless the wording on labels is such as to constitute misbranding or fraud. The Federal Trade Commission has successfully prosecuted several hundred of such cases and has not only enjoined the advertiser, but the copy-writer and the publisher as well. In spite of all this activity, we occasionally see instances where misleading copy is still used in advertising products which come within the scope of our industry. Some weeks ago we read the advertisement of a relatively large corporation catering to the sanitary trade in which one of its products, a household insecticide, was said to be three times more effective than the standard. We wrote to this company and asked what they considered the standard. We are still waiting for a reply. Another advertiser recommended to the trade that his product could be sold in competition with cheaper materials by having the jobber add inert substances to it. But little of the unfair competition of this character is found among the members of our association. We attribute this to the fact that our own people are well versed in the laws and

regulations governing the industry, whereas many outside the association stumble into pitfalls through a lack of knowledge of the requirements, or get into difficulty through deliberate attempt to deceive. We have sensed it to be a part of our duty to try to correct through correspondence the misrepresentation which now exists, particularly where it appears that the manufacturer is well intentioned. In this respect we have had very fair success. Much needs to be done, however, along the line of correcting abuses in the industry as they arise. This effort is being expended with the hope that by trying to keep the industry on a high level, it will make it easier and more satisfactory for you and every other legitimate manufacturer to do business.

At the annual meeting of the Chamber of Commerce of the U. S. A. in Washington in April, our association was represented by its President and National Councillor, Dr. White, who will render a report later in the session. On May 2nd at a meeting of trade practice conference representatives, also held in Washington under the auspices of the Chamber of Commerce of the United States, our first Vice-President Mr. Stone represented the Association and will report to you later. These are relatively new activities with us, but it is thought that they will prove increasingly valuable as time goes on.

The usual number of inquiries have been received from members regarding laws and regulations in this and that state, applying to the sale of both insecticides and disinfectants. These have been promptly answered with the information desired. We continue to receive a large number of invitations from chambers of commerce, hotels and civic bodies in all parts of the country asking us to meet in their cities during the year. We are also asked to participate in surveys to be made of the retail drug trade, the hardware trade, the grocery trade, etc. We are closely in touch with The Proprietary Association, the various Government departments and bureaus, and our contacts with the U. S. Chamber of Commerce are almost daily. The Board of Governors has met twice since the last annual meeting; once in March in New York City, and last night at this hotel. Many matters of importance have been considered and acted upon. Further meetings will be held in the fall and coming winter.

You are aware of the attempts which we have made to bring about a ruling by the Postmaster General of the United States whereby certain substances now barred to the mails as poisonous or corrosive would be allowed entry to parcels post in containers approved by the department. Dr. White introduced a resolution providing for this when he was in Washington in April, and will doubtless refer to it in his report to you as National Councillor. It is hoped that our members filled out and returned to the Bureau of the Census the questionnaire which was sent out some time ago to all manufacturers of products used in the promotion of sanitation, for it is only from a compilation of such data that we can ever hope to learn with any degree of accuracy the quantity of insecticides, liquid soaps and disinfectants the country produces.

At this series of meetings you will be called upon to decide whether our official emblem needs revision. A large number of letters have been received from members on this subject and later on when the matter comes up for discussion, the result of this mail vote will be made known to you. You will also be asked to decide at this convention whether our constitution should be amended to allow for the admission to the Board of Governors of eligible past Presidents; also where and when our next annual meeting should be held.

No report of mine would be complete without some

"Killing Power — That's the Thing"

For More Than Five Years

INSECT POWCO POWDER

BRAND

has guaranteed both Purity

and High Killing Power

by Chemical and

Physiological Tests

You—as a manufacturer

aim at production of insecticides with highest killing power.

You want to know how definite that power is in a given quantity of finished product. A given lot of Pyrethrum may contain no toxic strength at all or grade up to a very high percentage. *How do you determine?*

As pioneers in the *chemical and entomological* standardization of Pyrethrum products, **POWCO BRAND** has always meant dependability and a uniformly high toxicity.

JOHN POWELL & CO., Inc.

SPECIALISTS IN PYRETHRUM

114 E. 32nd Street

New York, N. Y.

Say you saw it in SOAP!

reference to the MacNair-Dorland Company, publishers of Soap, particularly to Mr. Ira P. MacNair and Mr. Grant A. Dorland. These gentlemen continue to render us an outstanding service through the columns of their journal as well as in personal activity in advancing our interests, and we are indeed most fortunate to have two men like them who work for us so untiringly. They are always at our meetings and we are happy to have them with us on this occasion. Our President, Dr. White, who has served as our chief executive for five months, has shown remarkable ability and understanding of the problems which confront the Association. He has handled them with courage and skill and has demonstrated a fitness for the office which should make us all glad that we have chosen him to guide our destinies. He has not had an easy path to travel. On the contrary he has been faced with many difficulties, but he has proven equal to the task, and we predict that before his term of office is over he will have left behind him a definite record of achievement which will be a source of inspiration to his successors.

I feel sure that practically all of us are glad to be back again in Chicago at this beautiful hotel where our summer meetings have been held for four successive years. The quiet restful atmosphere of the Edgewater Beach Hotel is in marked contrast to the hustle and bustle of life in the hotels in the central district of New York. I hope that this series of meetings will be found helpful and beneficial to all who attend, and that when the final session is over it will be the consensus of opinion that it was well worth while to have been here.

HARRY W. COLE, *Secretary.*

Report of the Disinfectant Committee

The Disinfectant Committee would report that it has given consideration to the following matters and, through correspondence, tried to accomplish some constructive work which we hope will meet with your approbation.

Problem No. 1—which has been before the committee was the discussion on whether a plan might be developed for closer co-operation to prevent members from being made the victims of unreliable salesmen. This problem brought out the thought of establishing a salesmen membership class to be part of our Association, but upon discussion this idea was not considered as advisable or practical. The situation the employer and the salesman face would solve itself if frank references, free from bitterness, were exchanged by employers—but this is not always done. Perhaps if the matter was handled impersonally the difficulties would be overcome and we are submitting herewith forms prepared by the Dartnell Corporation, 4660 Ravenswood Avenue, Chicago, Illinois. The colored paper form is filled out by the applicant for a sales position. The white paper form is sent to the firms who formerly employed the man. These blanks ask for definite information in a way that is calculated to give a fair picture of the applicant and his ability—with the very great advantage of handling the matter so that the employer will get the facts he ought to know from the reference and be equally fair with the applicant.

Problem No. 2.—The disinfectant industry, in common with all other kinds of businesses, has to contend with the competition of people who do not know their business, do not study it and those who misrepresent their goods. With us it is a particularly trying situation because an unreliable product may look like a reliable disinfectant, in appearance, odor and other characteristics such as making a milky emulsion when mixed with water or a clear solution

as in the case of cresol type disinfectants. The situation hurts in two ways, first because it gives a false sense of security to the buyer and user of an unreliable product, and secondly, it establishes a price competition which cannot be overcome by the manufacturer of a reliable disinfectant—or if the price is met it means doing business at a loss. This committee has been trying to solve that problem. We first considered if it were possible to find a remedy within our own Association by requiring the manufacturer to have his products approved by the Disinfectant Committee, or submit with his application for membership a bacteriological report from an established laboratory proving the strength of his disinfectant. This had to be abandoned because many dealers who are offenders are not members of our Association and also because any attempt on the part of the Association or the Disinfectant Committee to pass on the merits of a product would lead to endless conflict and might be more harmful than good, as it would then be possible for a clique to keep out of membership dangerous, though reputable competitors, or lead to prejudices. Further it was thought that such evils, if in our membership, might be corrected by our Committee on Trade Ethics which would call the offending members' attention to the fault, on presentation of specific cases. The next idea discussed was that of petitioning for an amendment to the Insecticide Act to make it compulsory for every one shipping disinfectants interstate to first secure a permit to do so. This was thought to be desirable, but was later voted down when it was remembered that such an attempt was made in this direction some years ago when the plan was carried out but did not prove successful. The case as remembered by our committee men applied to the regulation on insecticides which required that a license must be had and was issued under a certain number. This regulation was discontinued because a good many people marketing the insecticides stated to buyers that the products were recommended by the government and showed the government license approving of them. It is therefore felt that this very thing would happen with disinfectants under the license plan.

The committee then took up the idea spoken of at the beginning of our work, viz.: that we petition for an amendment to the Insecticide Act, to make it compulsory for every one shipping interstate, to state the phenol co-efficient of his disinfectant on every package he ships. The first criticism was that most dealers do not do an interstate business and therefore this curb on their activities would be limited; however that loophole would be only temporary, as it would not be long before a firm doing business, if it made any progress at all, would be doing an interstate business. If they did not do an interstate business, they would not be worth considering. Here the thought was brought out that a States Bill or amendment would be required—but this was not worked out—because in other cases that might be compared with our problem, such as the "Caustic Poison Bill," it did not take very long before the different states adopted Caustic Poison Bills patterned after the Federal one, and we believe that eventually most states would add to their code the same specifications for disinfectants as made by the Federal Government. With a change that the manufacturer state the phenol co-efficient "and method of test" an agreement was reached with the exception of one member who markets an effective disinfectant which has no phenol co-efficient. This member's idea is that there should be added to the wording, "or in cases of products not amenable to the phenol co-efficient test, state the facts by his method of test in place of specifying the phenol co-efficient." This addition has not met with favor by the majority and

. . . Keeps polishes in prime condition . . . THE ANCHOR AMERSEAL CAP

WHETHER it's polish for silver, furniture, shoes, or automobiles . . . it's a dead loss to the consumer if it has leaked, lost efficiency, caked or hardened. Products of this class (used often, a little at a time) must have a closure which gives absolute protection to the contents . . . even after repeated openings and closings.

For this and other strong reasons, leading manufacturers of polishes (a few of whose names and brands are reproduced at the right) use the ANCHOR AMERSEAL CAP. They have found that it gives positive security against the slightest evaporation or deterioration. Another advantage . . . it always opens easily because there are no threads to gum or cement to the container—a quarter-turn to the left removes it. And a reverse quarter-turn tightly recloses it.

Consider, too, the economy and speed of these caps in the factory. They are applied three or four times as fast as caps of other types . . . and so firmly they can be depended on not to leak. You will find, too, that when lithographed in your design and colors, they top your container in a most attractive way, adding tremendously to the consumer appeal. There are other distinct advantages and economies in using the ANCHOR AMERSEAL CAP for your product. May we give you the complete details? Fill out and mail the coupon today.

Anchor Cap & Closure Corporation
LONG ISLAND CITY, NEW YORK • TORONTO, CANADA

Say you saw it in SOAP!



19,250,000 advertisements in *The Saturday Evening Post* and *The Ladies' Home Journal* are increasing the already great demand for products packed in glass under Anchor Amerseal Caps. Seal your products with Amerseals and get your share of this business.



A quarter turn to the right applies the Anchor Amerseal. Lugs, formed to fit the contour of the glass threads, draw the cap down and effect a tight uniform contact around the complete top edge of the container finish.



MANUFACTURERS: To secure full information about Anchor Amerseal Caps fill in and mail coupon

Send detailed advantages of using Anchor Amerseal Caps on our packages.	
Name	_____
Address	_____
We manufacture _____	
and put out about _____ packages per year. Under separate cover we are sending empty samples of our packages.	

therefore, as representing a majority vote of the Disinfectant Committee, we ask that the Insecticide and Disinfectant Manufacturers Association—

"Petition for an amendment to the Insecticide Act, to make it compulsory for every one shipping disinfectants interstate to state the phenol co-efficient of his product, and method of test, on every package he ships." It is our belief that such an amendment will eliminate those people who do not know their business, or who misrepresent their goods; that it will establish an important statement of facts which will be emphasized by salesmen in selling goods and thus educate buyers into purchasing or comparing disinfectants by a standard that will be a protection to their own interests. Finally, as at present it is not possible to agree on a co-operative advertising campaign, the committee has given thought to the idea of a slogan which if printed on the millions of circulars or other literature would have a distinct repetition value in broadening our markets for the sale of disinfectants among present and prospective buyers. Three suggestions have been made:

(A) Constant use of disinfectants insures cleanliness and health.

(B) Stop disease from starting—Use a disinfectant regularly.

(C) Disinfect and never regret. We are still working on the slogan question but do hope the Association will take favorable action on the petition for an amendment to the Insecticide Act.

PETER DOUGAN, *Chairman*.

Report of the Insecticide Standardization Committee

Your Committee on the Standardization of Insecticides begs for two reasons to submit a report which is more in the nature of a progress report than a final statement of work accomplished. 1st: The membership of the Committee was not decided upon until some time after the December meeting of 1929. 2nd: Your Committee does not wish to make hasty recommendations which are not practical, which may need extensive revision or which may not adequately meet the requirements of the trade. It is the feeling of the Committee that such a standardization procedure as it might recommend should represent a method which could easily be employed with concordant results by any company concerned, and that an insecticide standard must be based upon an actual insecticidal test. To date no simpler, better, or more dependable method has been proposed than that of testing insecticides against specially bred insects under certain standard conditions. Your Committee has been carrying out a joint study of the method with the collaboration of the laboratories of two of your member companies and the government department. In this work certain points have been definitely established.

1st: There is no general agreement between the various methods of analyzing pyrethrum flowers chemically.

2nd: Although there is a rough parallelism between the chemical analysis of pyrethrum and the fly-killing efficacy of the extracts, it is impossible to say that one bears a definite relation to the other.

3rd: The testing method, as at present developed, gives results in the hands of different operators, i.e., different laboratories, which differ no more than do corresponding series of tests within the same laboratory.

4th: Insecticidal compounds other than pyrethrum are as correctly evaluated by this procedure as is pyrethrum.

In connection with the studies which have been mentioned, it is necessary to state that these tests, which cover a very extended series, have shown that the average variation between tests is approximately 10%. To the laboratory applying this method of testing this means that a normal variation of 10% or more may occur between two tests on the same sample and that for tests to be truly significant a group of tests should be run under normal conditions. Some three or four duplicates will serve to establish the general range of the strength of an insecticide, but, for accurate determination, in order that any given insecticide may be compared with another, it becomes necessary to run a somewhat extended series of tests.

As a matter of general information, your Committee wishes to report that still more companies have adopted the procedure which your Standardization Committees have submitted to you as a working basis, and that the Food and Drug Administration is moving to set up the necessary equipment to apply this method of determining insecticidal strength. Soon all insecticides falling in the hands of the Food and Drug Administration agents will be subjected to this test and either accepted or rejected on the basis of the results obtained. So far as your Committee knows, no standard of insecticidal strength to which insecticides must measure up has yet been adopted by the government but that such a standard will be established is not to be doubted. Your Committee is pleased to have serving on it Dr. R. C. Roark of the Department of Agriculture and we feel confident that the association may be sure that its standardization problem will be sympathetically considered by one who truly appreciates the effort which this association is making to bring its product up to a higher level.

In conclusion, your Committee would like to bring to the attention of the association as a whole that a painstaking effort was made by your President to make this Committee truly representative of those companies in our association which are carrying on significant studies looking to the improvement of insecticides. It was especially desired that no single line of thought should animate the Committee but that it should represent as many lines of approach to our common problem as possible. With this in mind the Committee was made large but obviously does not include every interested company, hence your Committee wishes to express its hope that each member of this association will keep in mind that the meetings and proceedings of this Committee are not closed but are open to all who may feel the inclination or desire to meet with or submit ideas to the Committee.

C. H. PEET, *Chairman*.

Report of the Committee on Standardization of Nomenclature

The Committee on Standardization of Nomenclature finds itself faced with a rather difficult problem. In the first place, it is our desire to accomplish something of definite value to our Association as well as to others outside our Association who are interested in this phase of our work. The members have been appointed with the idea that they could together accomplish this result, and it is entirely possible that we could do so to the satisfaction of the membership of this Association. However, in work of this kind it would be most helpful to the insecticide and disinfectant industries if the results of our efforts would be acceptable to government officials as well. In this way disagreement regarding the interpretation of terms used in these industries would be eliminated. It would be practically impossible for our work to be acceptable to the industry as a whole and to govern-

(Turn to Page 129)

Why Take a Chance?

PYROCID No. 20 Gives You a Standardized Concentrated Extract of Pyrethrum Flowers of Guaranteed Uniformity

IT'S NO LONGER NECESSARY to take a chance on the insecticidal value of Pyrethrum Flowers. Instead of buying flowers, use Pyrocide No. 20 as the base for your household insecticide or fly spray. Each gallon of Pyrocide No. 20 is guaranteed to contain the pyrethrins from 20 lbs. of Pyrethrum Flowers containing 0.75% pyrethrins. It is manufactured and standardized under strict laboratory control.

The killing power is proportional to the pyrethrin content as determined by our method. Our experimental data, proving that killing power and pyrethrin content are in direct ratio, will be published soon in a chemical journal.

Extensive experiments on flies have proved that one pound of flowers containing 0.75% pyrethrins will make one gallon of spray having very high insecticidal value. Therefore, we guarantee that Pyrocide No. 20 will make an exceptionally satisfactory and absolutely uniform household insecticide or fly spray when diluted one part Pyrocide No. 20 to nineteen parts of light mineral oil.

We can also supply you with Pyrethrum Flowers with known pyrethrin content in whole, ground or powdered form. Stock of flowers analyzing 1.00% pyrethrins carried in New York for your convenience. Prices are low, so why take a chance on unguaranteed goods? Write or wire giving quantity in which you are interested.

McLAUGHLIN GORMLEY KING CO.
1715 S. E. Fifth Street, Minneapolis, Minn.

PYROCID No. 20
CONCENTRATED EXTRACT OF PYRETHRUM FLOWERS

Say you saw it in SOAP!

On the Sidelines of the INSECTICIDE and DISINFECTANT Meeting

WELL, the 1930 Battle of Chicago is over, and we hope everybody got home safely. The last we saw of Doc Hamilton, John Powell, Harry Ahles, they were headed west. Jake Brenn left in a cloud of dust for Huntington, Indiana. Harry Cole was reported lost somewhere in Chicago. Campbell Baird was last seen walking toward lake Michigan, apparently with the idea of swimming to Boston. Fred Hoyt, Carle Cooling and Charley McCormick were headed South. Wallace Thomas and Sam Bell were reported passing through Hammond, Ind., en route to Pittsburgh on foot. All in all, it was a sad parting.

Ed Loveland of Stanco, Inc., Henry Nelson of the Chemical Supply Co., Cleveland, and the Editor of *Soap* travelled via air from Chicago to Cleveland in returning from the meeting. Through the courtesy of the *Cleveland News*, a private cabin ship belonging to that paper carried the returning conventionites to Cleveland in time to catch the Twentieth Century for New York.

Thanks to the efforts of Sam Bell, proud representative of all the Koppers of Pittsburgh, the summer banquet was a great success. Sam dug one of the best male quartets which have been heard in a long time.

At the dinner, we noted the longing looks in the eyes of Harry Cole, Doc White, John Powell, Rob Jordan, Evans Stone, and Fred Hoyt as they sat at the speakers' table (from which no speaking was done)

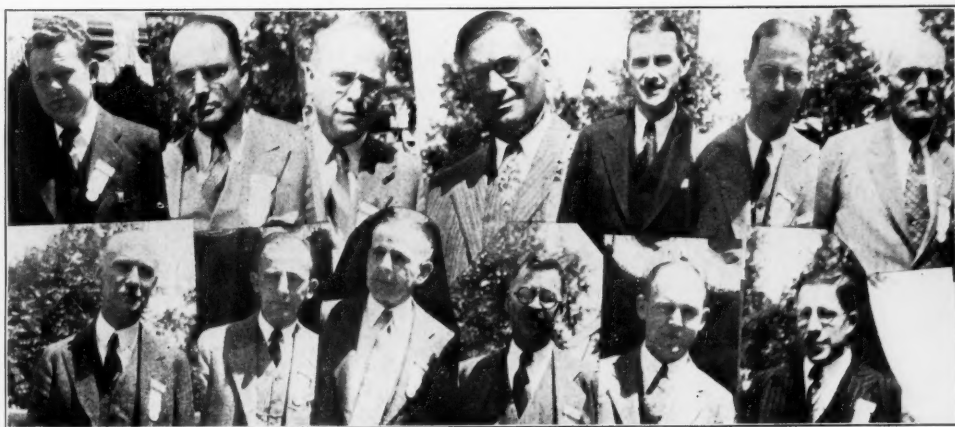
and retained their dignity. How they would have liked to have been sitting down table among the mob!

With a crash which brought startled silence among the diners, one "Huck" Huckins of Toledo, dropped a bottle of *Flytox* out of his pocket at the banquet, according to reports. The look of horror in the eyes of Huck and C. W. Manville of Shell, his table mate, as they viewed the tragic remains on the floor, indicated their deep loss in parting with that particular bottle of *Flytox*.

The way in which Roland Sturhahn and Joe Cavanaugh of Monsanto and Dow respectively, stood up and fought for poor ol' parrydichlorbenzene, with everybody taking a pot shot at them, reminded us of the infantry crossing no-man's-land in war time.

Russell Stoddard who told the convention about fly spray perfumes and the like, did not mince words in describing how most of the sprays on the market smell. He was Frank and Ernest rolled into one.

Evans Stone, who is making old man *Flyosan* step faster this season than he has ever stepped before, was ready and willing to entertain with his famous Insect's Quartet, but the other members, although present in person, were absent in spirit. Carle Cooling, the big can magnet, and Ed Mower, his Baltimore cohort, admitted that the famous Tin Can Quartet had broken up on account of price cutting. Doc Eric Kunz refused to put on his ballet as he said he was afraid some of the professionals present would steal his stuff.



President Doc White surrounded by some of the "boys" snapped at various and sundry places in and about the Chicago convention.



New!

ENCINA

. . . that sweet woody note
. . . Felton's Newest odor

actually perfumes
paradichlorbenzene

get your sample!



Made by the originators of
Perfumes for Paradichlorbenzene

FELTON CHEMICAL CO.
Incorporated

601 JOHNSON AVENUE
BROOKLYN, N. Y.



Say you saw it in SOAP!

JUN

Left
KunLeft
WSecre
chief

Left

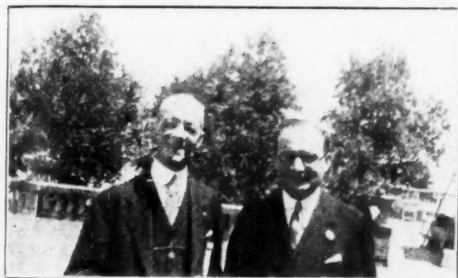
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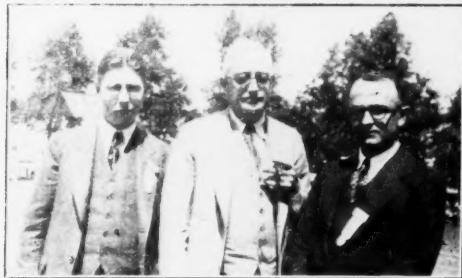
Left to right: Andree of Sinclair Refining; Brenn of Huntington Laboratories; Carpenter of Koppers; Kunz of Givaudan-Delawanna; Hoyt of Frederick Disinfectant; McCormick of McCormick & Co.; Gothard of Sinclair Refining.



Left to right: Sturhahn of Monsanto; Heller of B. Heller & Co.; Black of S. B. Penick; Jordan of Wm. E. Jordan; Nelson of Stanco; Huckins of Toledo Rex Spray; Srebrén of Mortex Products.



Secretary Harry Cole and Dr. Emil Klarmann, chief chemist for Lehn & Fink, Bloomfield, N. J.



Nelson of Chemical Supply, Cleveland; Murray and Castonguay of Edgar A. Murray Co., Detroit.



Left to right: Cooling of Metal Package; Bell of Koppers; Stoddard of Van Ameringen-Haebler; Hamilton of Koppers.

Andree, Gothard, and Grady.—Mr. Sinclair's P-D triplets, sang "On Wisconsin" with a vim and vigor which led us to believe that they had, at the moment, a real feeling for dear ol' Wisconsin. And there sat Doc Weed acting like he never heard of any such collich.

At home, as usual, twenty-four hours a day, were Glenn Scott and Dick Bradley of Kork-N-Seal fame. And their visitors in Room 9999 were legion. The reason is probably self-evident.

(Turn to Page 131)

WITH ANY INSECTICIDE ONLY THE KILLING POWER COUNTS!

WHETHER LIQUID OR POWDER—THE CONSUMER
ASKS ONLY ONE THING—WILL IT KILL THE INSECT?

Every day brings a new theory with a scientific claim for the strength of some particular insecticide product. Theories are advanced that the strength is indicated by oleoresin content; by pyrethrin content, etc. We regard these as confusing. Several well known methods of determining Pyrethrin content are now in vogue; authorities, however, distinctly disagree upon a method that is reliable.

We Rely Finally Upon Killing Power!

Many flowers with high oleoresin or pyrethrin content vary greatly in results. The selection of full strength insect flowers—followed by tests for the insect killing strength (known as the physiological test) removes all doubt regarding quality.

The Product That Actually Kills The Insect — Is The One You Want

PYRETHRUM EXTRACT

(CONCENTRATED)

PYREFUME is a concentrated extract of selected, tested insect flowers, made in a strength of five times the accepted standard for fly and insect sprays.

By scientific methods, the full insecticidal value of the flowers is obtained.

PYREFUME is tested and is of true high killing powder.

Without the aid of machinery or apparatus—a standard fly spray may be immediately produced by the wholesaler or manufacturer, bearing a

WIDE MARGIN OF PROFIT

Packed in 55-Gallon Steel Drums

10 Gallon (2.5 gal. tins) Cases

Write for samples and further
full information

ORDERS CAN BE EXECUTED IMMEDIATELY

PYRETHRUM POWDER

(INSECT FLOWERS)

FINE—FOR DUSTING

COARSE—FOR EXTRACTION

We are among the heaviest importers of flowers. We test our importations—physiologically as well as chemically.

We grind exclusively in own own mills and can therefore guarantee purity.

We carry in stock five varieties of flowers, namely:

DALMATIAN (Closed)

DALMATIAN (Half-closed)

DALMATIAN (Open)

JAPANESE (Always half-closed)

TURKISH

ALL VARIETIES ARE TRUE TO TYPE

Protect your PYRETHRUM product by purchasing material that has been tested for definite killing power.

Packed in barrels, kegs and boxes.

Write for prices, spot or on contract

S. P. PENICK & COMPANY

LEADING CRUDE DRUG IMPORTERS AND MILLERS

Mills and Factory:
WEEHAWKEN, N. J.

Offices: 115 Fulton St.
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Mills and Warehouse:
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Say you saw it in SOAP!

ADDITIONAL REPORTS AT I. & D. M. A. MEETING

Report of Committee on Liquid Soap Standards

As you all know, the U. S. Bureau of Standards is preparing a new specification on the ordinary grade of liquid soap as well as on the more concentrated grade. The Committee has made several suggestions to Mr. Smithers of the bureau to the effect that a better quality of cocoanut oil be specified; namely, a grade at least equal to that of the cochineal type cocoanut oil, also the elimination of caustic soda from the specifications so that only caustic potash may be used. While the new standard liquid soap is being considered by the Bureau of Standards, the Committee respectfully wishes to put forth its idea of what a good liquid soap is.

Definition. Liquid soap is a clear solution made entirely from cochineal type cocoanut oil and caustic potash without any added substance of any kind whatsoever excepting a small quantity of perfume if desired. The total solids to be at least 16½% to 17%.

Method of Manufacture. The cocoanut oil to be boiled with sufficient caustic potash so that a clear solution is obtained. A practical test for determining whether there is sufficient amount of alkali, but not too much, is to take a 2 oz. bottle of the hot solution, put in two drops of phenolphthalein solution and shake vigorously with one drop of glacial acetic acid. The phenolphthalein color becomes extremely faint after shaking with the first drop of acetic acid and completely disappears immediately after the second drop is added. Boiling should not be completed until an absolutely clear solution is obtained. Solution to be aged at least three days before shipping.

Sponsorship. The American Standards Association states that the Bureau of Standards wishes to have sole sponsorship for their proposed new specification on liquid soap. They prefer not to take joint sponsorship because the work proceeds at an undesirably slow rate. Furthermore in the event of sole sponsorship, they will pay the usual office expense of correspondence, mimeographing and printing in developing the revised specifications. They are willing, however, to have three members of the association appointed to full membership on the sectional committee under the sponsorship of the Bureau of Standards and it is suggested that the Insecticide Association take a vote on whether it is willing to give the Bureau of Standards sole sponsorship in getting out the new liquid soap specifications, the committee to be appointed by the Insecticide Association to work with them, however.

New Tests. We wish to point out to the members of the association who manufacture liquid, soft and auto soaps that there is an indicator on the market called "Thymolphthalein." This is one of the members of the phenolphthalein family. It differs, however, in that it gives an intense bluish purple coloration with alkali instead of the familiar red. The advantage of it is that it does not turn color quite as quickly with carbonated alkali as phenolphthalein so that it is a truer indicator for actual caustic alkali. It is furthermore an advantage in testing on dark soaps because the red color of phenolphthalein may be hidden whereas the blue color of the thymolphthalein is very apparent. If any of the members wish to make experiments on this indicator, it can be purchased from the Eastman Kodak Co., Rochester, N. Y. in 10 gram quantities and used in one-tenth of 1% solution. Preliminary quantitative experiments have shown that it

is very valuable in testing out liquid soaps without lengthy chemical analysis.

DUDLEY J. BACHRACH.

Adopting a Standard for Liquid Soap

There is a considerable amount of interest on the part of the American Standard Association in having a definite standard for liquid soap adopted by the manufacturers. They suggest that a standard, if adopted, should be made the basis of a label so that the public can tell when they buy liquid soap that the product conforms to at least the minimum standard for liquid soap. There are a number of reasons, both for and against, and we are submitting them briefly.

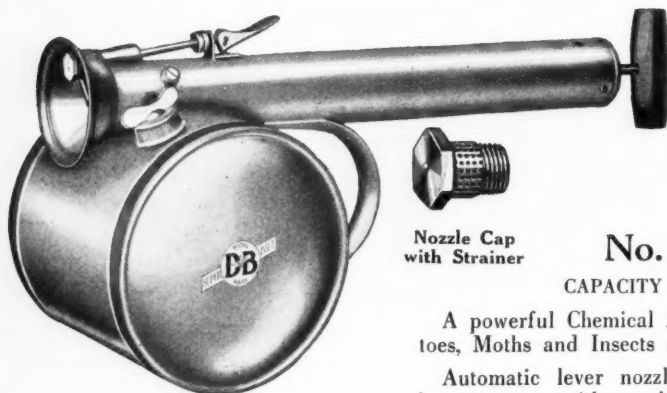
Advantages. The purchaser knows exactly the grade of material he is getting so that he can buy from the cheapest manufacturer that has the standard on his labels. It may induce liquid soap jobbers to buy the uniform guaranteed soap from the manufacturer or try to make it themselves by dissolving the proper amount of base in water.

Disadvantages. We can safely assume that the great majority of the manufacturers of liquid soap who belong to this association already produce a product substantially as good or better than the present standard specification for liquid soap. Some even greatly exceed the standard in quality. Even if every single manufacturer of this association would turn out an ideal grade of liquid soap, it still would only cover a fair percentage of the liquid soap actually purchased by the public. Liquid soaps, in addition, are sold by jobbers and small manufacturers in towns all over the country who use as their raw material cocoanut soap base or concentrated soap syrup. These concerns add as much water as they see fit and sell the resulting product in their cities as a good grade of liquid soap. There are some, of course, who do produce a grade equal to the present standard specifications. A great many others do not. It seems to us, therefore, that the greater problem is to educate not the members of the association but the jobbers who purchase their soaps and syrups from manufacturers as to just what constitutes a good grade of liquid soap.

Adoption of Standard Label. The adoption of a standard label would put every manufacturer on a dead level of price. No account would be taken of extra service rendered and extra quality. Sums spent for advertising to increase the use of liquid soap could scarcely be spent because a consumer would buy a cheaper soap as long as it had a standard label. The concerns who make good soap and who have built up a reputation in quality and service would be forced to sacrifice the work of years to price cutters who have very little overhead and who would depend on a "standard" label to make their sale. The result would be ruinous, cut prices and competition with nobody making any profit. There is much made of the fact that if a consumer gets inferior liquid soap it tends to give every other liquid soap manufacturer a black eye. This is not borne out by the facts. The use of liquid soap is constantly increasing. A buyer who would purchase an unsatisfactory grade of liquid soap once might the next time be induced to deal with a well-known house who would give him good quality and good service and in that way the manufacturer who produces only quality merchandise would be sure to benefit in the long run. Our suggestion, therefore, is for the members of this association to continue to make as good liquid soap as they possibly can, even better than the usual standard specifications—to give the consumer every possible good value and service—to educate the jobber to whom he sells his base and

D & B SUPERBILT

CHEMICAL SPRAYERS DISTINCTLY ORIGINAL AND SUPERIOR



Nozzle Cap
with Strainer

No. 35

CAPACITY 3 QUARTS

A powerful Chemical Atomizer for Flies, Mosquitoes, Moths and Insects of all kinds.

Automatic lever nozzle, adjustable for light or heavy sprays without change of caps. Very high pressure is secured by setting sprayer down for pumping.



Set down
for Pumping

No. 10 D&B Superbilt Combination Chemical Sprayer

with Air Regulator and Volume Control

CAPACITY 1½ GALLONS

This is a powerful chemical atomizer in combination with an ordinary compressed air sprayer—produces the results of both with many variations in between.

The Air Regulator

A very important feature in this sprayer is the new patent air regulator. It is capable of a wide range in nozzle adjustment to make it produce a heavy spray, medium mist, or the very finest vapor fog. Works equally well with heavy or light oils or other spraying materials.

*Write for catalog on our
complete line.*

The Dobbins Manufacturing Co.
North St. Paul, Minn.



Air
regulator
valve

Air check valve

Say you saw it in SOAP!

syrup as to what constitutes a good liquid soap and to keep up ideals of good quality.

DUDLEY J. BACHRACH.

Report of the Committee of National Insect Killing Week

The second National Insect Killing Week was authorized by our Association at the annual meeting last December and a Committee was appointed early in February. The members of the Committee resident in New York were called to a meeting by the chairman and as it was the consensus of this meeting that a definite plan covering the work should be formulated, the Committee prepared a plan with which most of you are familiar. This plan set forth seven features of the work, involving the use of window streamers, stickers, and direct circularization of retailers and health officers. In addition a sum of money was to be turned over to a professional publicity agent so that the Week might receive proper mention in the daily papers.

This plan, and a questionnaire, was mailed out to the members of the Association and those manufacturers who contributed last year, with the definite understanding that, unless the amount set by the Committee was subscribed, the plan would not be put into effect. The total sum pledged amounted to somewhat over \$900, and obviously the Committee could not undertake the job with so little support in prospect. Accordingly, several letters were sent out subsequently urging manufacturers to give their support and stressing the advantages that were to be expected from the right sort of cooperative effort. When it was quite apparent that the Committee was not going to get the sum of \$10,000, set as the minimum budget, you were notified that the work of the Committee could not go ahead, but you were asked to continue the idea of National Insect Killing Week in your own way and at the time specified. At a meeting of the Board of Governors, some months ago, our President, Dr. White, continued the Committee with the thought in mind that it would serve in an advisory capacity and as an encouragement to manufacturers to keep the idea alive. It is a noteworthy fact that out of 135 firms approached, only thirty-five made reply, and only a small percentage of this thirty-five agreed to contribute. Dr. White, has, therefore, been engaged in an effort to find the reason for this lack of response and has made a confidential check to gather this information. You will probably hear from him about this later.

When the plan of the Committee is carefully examined, it will be found to be an all-embracing one at a minimum cost. It seems needless to point out that no impression whatever could be made on the American public with a sum as small as \$10,000 and the work of the Committee would have to be confined to selected channels where it could do the most good. There still seems to be much difference of opinion as to the object of National Insect Killing Week, despite the obvious and oft repeated statement that it is solely for the purpose of popularizing and increasing the sale of insecticides. Certainly no member of the Committee had an axe to grind in soliciting contributions. One of the main difficulties lies in the fact that we have had no frank discussion at our meetings about the whole idea of National Insect Killing Week, and if manufacturers vote upon the idea they should be willing to back it up with appropriate action.

The Committee hopes that you manufacturers will

express yourselves definitely one way or another on the idea so that the officers and Board of Governors may know just how to proceed. The Committee is indebted to the publishers of SOAP for their generous offer of space to focus attention of manufacturers on the Week, and the Committee wishes to go on record with a vote of sincere thanks.

JOHN POWELL, *Chairman*
I. P. MACNAIR
EVANS E. A. STONE
C. W. MANVILLE
F. W. FOREMAN

Report of the Ethics Committee

Your committee has not done much since our last meeting. A few matters have been taken up for action, but our activities are greatly restricted by lack of interest on the part of the members. We could be of still greater value to our industry if each member would realize the importance of this committee. Why is it that members hesitate to report unfair practices? Is it indifference, or fear of being considered talebearers? Each member assumes an obligation when he joins, to live up to the principles set out in our code of ethics. This obligation should be broadened to include a willingness to see that all members keep their pledge, and go even further to help correct trade abuses that may occur outside our membership. Aside from Federal and State governing boards, we are the only organized body to act as protectors for our industry. We are the only body to build up good will for our industry and not only gain, but retain the confidence of the public. Without good will and confidence our industry will gradually disintegrate and be absorbed by some more farsighted industry.

Our association has been of real value to our industry. We have raised business standards within our membership. We were instrumental in having a trade conference called and a resolution signed for better business conduct that included companies outside of our association. This is all good work but we cannot rest now, for it is strictly up to this organization to insist that those connected with our industry keep their pledge. With business somewhat depressed and competition growing keener each year, there is a tendency on the part of some companies to resort to underhand methods to get business. As you can readily see this is not a small committee's job. It is up to every member to assist in protecting the good name of our industry, the reputation of our association and the life of your own business. We, as a committee, are not trying to scare or threaten, but to impress upon you the importance of this work. Now, please do not think this big problem exists only in our association. Every similar organization in this country has this same condition to combat. It is well and good to meet twice a year for routine work and to enjoy social contacts with friends, but it is extremely selfish to return to your business and not be willing to give some time for the benefit of the industry from which you are deriving your income. Don't go home and in a few days cuss out some competitor for faking the public, or for taking advantage of some customer, or for using some of those ten to twenty dollar advertising novelties. If you will but give a helping hand we can, through our association, prove to the semi-conscientious fellows the error of their ways, and bring pressure to bear against the unscrupulous violators.

FRED A. HOYT, *Chairman.*

For Perfuming

PARADICHLORBENZENE BLOCKS *and* CRYSTALS *use* ELKO POPULAR PERFUME OILS

They actually cover and delightfully perfume

A FEW OF OUR LEADERS.

Carnation P.D.—\$5.00 per lb.	Lilac P.D. — \$3.75 per lb.
Chypre P.D. — \$5.00 " "	Narcisse P.D.—\$4.50 " "
Corylopsis P.D.—\$3.75 " "	Rose P.D. — \$5.00 " "
Jasmin P.D. — \$5.00 " "	Rose K. — \$5.00 " "
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The soluble color and odor combinations that uniformly color and actually perfume the product. Full list on request.

For Theatre Sprays *use* ELKO WATER SOLUBLE PERFUMES

Produced in all odors: Trial Pints \$2.50 Post Paid. Special Quantity Prices.

For Insecticide Sprays *use* ELKO SPRAODORS

Priced at \$1.00 per lb. up.

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78-80 GREENWICH STREET - - - - - NEW YORK, N. Y.



*Aromatic Chemicals, Essential Oils, and
Perfuming Specialties of all kinds for
Manufacturers of Soaps, Disinfectants,
Theatre Sprays, Fly Sprays and Allied
Products.*



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Trade Marks Filed

(From Page 63)

Hopkins & Co., New York, Mar. 5, 1930. Claims use since Nov. 1, 1929.

Ogene—This in solid letters describing dentifrice. Filed by Ogene Co., Abilene, Tex., Apr. 10, 1930. Claims use since May 20, 1928.

Havok—This in solid letters describing insecticides. Filed by Henry & Henry, Inc., New York, Apr. 10, 1930. Claims use since Mar. 19, 1930.

Sanaseed—This in solid letters describing poisoned seed for killing mice. Filed by Bonide Chem. Co., Utica, N. Y., Apr. 14, 1930. Claims use since Mar. 4, 1930.

Trade Marks Granted

270,365. Washing and Cleaning Powders. Hac Products, Paynesville, Minn. Filed Nov. 11, 1929. Serial No. 292,256. Published Feb. 18, 1930. Class 4.

270,368. Fabric-Cleansing Soap Compound. U. S. Sanitary Specialties Corp., Chicago. Filed July 22, 1929. Serial No. 287,508. Published Feb. 18, 1930. Class 4.

270,393. Cleaning and Polishing Preparation. Frank Edward Barton, Los Angeles. Filed Oct. 30, 1929. Serial No. 291,754. Published February 25, 1930. Class 16.

270,483. Soap. Clean-It Co., Chariton, Iowa. Filed Jan. 15, 1930. Serial No. 294,798. Published Feb. 25, 1930. Class 4.

270,485. Toilet Soap. Lesquendieu, Inc., New York. Filed Jan. 13, 1930. Serial No. 294,733. Published Feb. 25, 1930. Class 4.

270,486. Soap. A. H. Rattebrree, Sr., Charlotte, N. C. Filed Jan. 11, 1930. Serial No. 294,704. Published Feb. 25, 1930. Class 4.

270,487. Liquid Clothes Cleaner. R. R. Street & Co., Chicago. Filed Jan. 11, 1930. Serial No. 294,696. Published Feb. 25, 1930. Class 4.

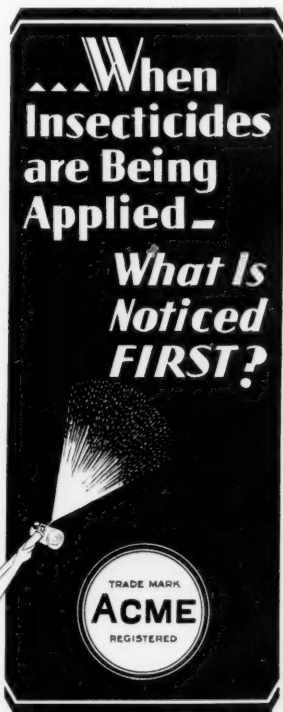
270,488. Hand Soap. Graf-Zep Specialty Co., Detroit. Filed Dec. 28, 1929. Serial No. 294,185. Published Feb. 25, 1930. Class 4.

270,494. Powdered Hand Soap. Fred J. Hagerling, St. Louis. Filed Dec. 16, 1929. Serial No. 293,728. Published Feb. 25, 1930. Class 4.

270,496. Shaving Soap and Cream. J. B. Williams Company, Glastonbury, Conn. Filed Dec. 10, 1929. Serial No. 293,500. Published Feb. 25, 1930. Class 4.

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Insecticides
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**What Is
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LIQUID INSECTICIDES

Household Fly Spray

100% Active

the best quality pyrethrum spray.

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100% Active. For Bedbugs, Roaches
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Three CHEMICAL SUPPLY Products of Merit. Packed in pint, quart, half-gallon, gallon cans. Also in 30 and 55-gallon drums. Your own labels and direct shipment, if you choose. For the jobbing trade exclusively.

Send for samples and prices.

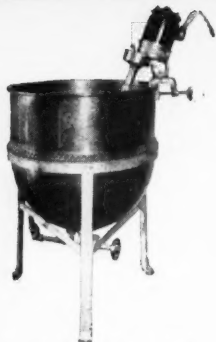
CHEMICAL SUPPLY COMPANY

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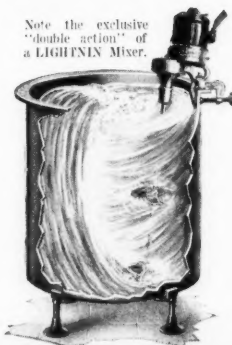
The portable Model D, heavy duty, gear-driven Lightnin Mixer.

Portable Electric Mixers for Mixing All Soap Solutions

Lightnin mixing equipment makes every tank in your plant a complete mixing unit with a minimum of mechanism and a maximum of mixing efficiency. Write today for complete information.

Easily Attached to Open or Closed
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Branch Office and Sales Rooms
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270,498. Cleaner. Midland Chemical Laboratories, Dubuque, Iowa. Filed Dec. 6, 1929. Serial No. 293,336. Published Feb. 18, 1930. Class 4.

270,499. Cleaner. Midland Chemical Laboratories, Dubuque, Iowa. Filed Dec. 6, 1929. Serial No. 293,333. Published Feb. 18, 1930. Class 4.

270,500. Cleaning Preparation. Mary Ann Jones, Wilder, Idaho. Filed Dec. 6, 1929. Serial No. 293,327. Published Feb. 18, 1930. Class 4.

270,504. Insecticides and Insect Powder. McCormick & Co., Inc., Baltimore. Filed Jan. 14, 1930. Serial No. 294,775. Published Feb. 18, 1930. Class 6.

270,655. Insecticides and Disinfectants. Royal Manufacturing Co. of Duquesne, Duquesne, Pa. Filed Oct. 31, 1929. Serial No. 291,841. Published Mar. 4, 1930. Class 6.

270,659. Bath Salts. Storfer Laboratories, New York. Filed Aug. 21, 1929. Serial No. 288,822. Published Mar. 4, 1930. Class 6.

270,662. Chemical Preparations for Cleaning Outlet Pipes of Bathtubs, and Washbowls. Viking Gasoline Corp., Charleston, W. Va. Filed Mar. 15, 1929. Serial No. 280,813. Published May 14, 1929. Class 6.

270,702. Fluid Extract of Pyrethrum. Cino Chemical Products Co., Cincinnati. Filed Jan. 2, 1930. Serial No. 294,291. Published Feb. 18, 1930. Class 6.

270,705. Furniture or Automobile Polish. W. H. Meikrantz, Scranton, Pa. Filed Dec. 21, 1929. Serial No. 293,980. Published Feb. 25, 1930. Class 16.

270,748. Household Liquid Insect Killer. Milwaukee Lubricants Co., Milwaukee. Filed Jan. 8, 1930. Serial No. 294,551. Published Feb. 25, 1930. Class 6.

270,818. Bath Salts. June Smila Greene, Cleveland. Filed Dec. 14, 1929. Serial No. 293,664. Published Mar. 4, 1930. Class 6.

270,838. Tooth Paste. Price Drug Co., New York. Filed Oct. 21, 1929. Serial No. 291,356. Published Feb. 18, 1930. Class 6.

270,853. Disinfectants. Koppers Products Co., Pittsburgh. Filed July 11, 1929. Serial No. 286,943. Published Feb. 18, 1930. Class 6.

270,944. Cleansing Compound. Hartsdale Research Laboratories, Hartsdale, N. Y. Filed Dec. 16, 1929. Serial No. 293, 731. Published Mar. 11, 1930. Class 4.

270,951. Polishes, Soaps and Cleaners. Clean-It Co., Chariton, Iowa. Filed Jan.

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Insecticide Sprayer



A substantially constructed sprayer that will stand up under hard usage, priced at a remarkably low figure.

Hand and continuous sprayers, designed and manufactured to give the greatest value for the least outlay.

Also Manufacturers of
Shaker Top Cans
for paradichlorbenzene crystals

Plain or Decorated
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for Pastes, Soft Soaps,
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**Holders for
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Write us about your requirements and we will gladly submit samples and prices without any obligation on your part.

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TAR ACID OIL

20% 25% 30% 36%

Naphthalene Free — White Emulsion

SPECIAL OILS

for making DISINFECTANTS complying in

BENZOPHENOL CONTENT

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THE DOMINION TAR & CHEMICAL CO.

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MORTEX Theatre Spray

Can deliver either in concentrated form, or ready to use in several different odors, including ROSE, VIOLET, JASMINE, ORIENTAL AND fancy French BOUQUETS Since we make a specialty of these theatre sprays and produce them in large quantities, we can quote very attractive prices.

Shall we send samples together with information?

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Say you saw it in SOAP!

15, 1930. Serial No. 294,797. Published Feb. 25, 1930. Class 4.

270,966. Cleaning Compounds. Turco Products Inc., Los Angeles. Filed April 23, 1929. Serial No. 282,886. Published Mar. 4, 1930. Class 4.

271,029. Metal Polishes. Marabate Products Co., Detroit. Filed July 15, 1929. Serial No. 287,148. Published Mar. 11, 1930. Class 4.

271,032. Soap. Colgate-Palmolive-Peet Co., Chicago. Filed Aug. 9, 1929. Serial No. 288,317. Published Mar. 11, 1930. Class 4.

271,033. Soap. Alfons Fehrenbach, Union City, N. J. Filed Aug. 19, 1929. Serial No. 288,700. Published Mar. 4, 1930. Class 4.

271,036. Polishing and Cleaning Compound. McAleer Manufacturing Co., Detroit. Filed Oct. 5, 1929. Serial No. 290,714. Published Mar. 4, 1930. Class 16.

271,076. Dentifrice. R. L. Watkins Co., Soap. Milwaukee Lubricants Co., Milwaukee. Filed Oct. 28, 1929. Serial No. 291,682. Published Mar. 4, 1930. Class 4.

271,041. Soap. Milwaukee Lubricants Co., Milwaukee. Filed Oct. 28, 1929. Serial No. 291,684. Published Mar. 4, 1930. Class 4.

271,076. Dentifrice. R. L. Watkins Co., New York. Filed Aug. 28, 1928. Serial No. 271,671. Published Mar. 11, 1930. Class 6.

271,077. Dentifrice. R. L. Watkins Co., New York. Filed Aug. 27, 1928. Serial No. 271,631. Published Mar. 11, 1930. Class 6.

271,078. Dentifrice. R. L. Watkins Co., New York. Filed Aug. 23, 1928. Serial No. 271,462. Published Mar. 11, 1930. Class 6.

271,079. Dentifrice. R. L. Watkins Co., New York. Filed Aug. 22, 1928. Serial No. 271,415. Published Mar. 11, 1930. Class 6.

271,119. Pine-Needle Extract Combined With Bath Salts. Continent Import Co., New York. Filed Jan. 17, 1930. Serial No. 294,875. Published Mar. 11, 1930. Class 6.

271,243. Insecticides. Koppers Products Co., Pittsburgh. Filed July 11, 1929. Serial No. 286,942. Published Mar. 11, 1930. Class 6.

271,244. Insecticides, Disinfectants, etc. Chemical Compounding Corp., Brooklyn. Filed Aug. 16, 1929. Serial No. 288,585. Published Mar. 11, 1930. Class 6.

271,249. Deodorant and Insecticide. Crystal Products Co., New York. Filed Oct. 18, 1929. Serial No. 291,206. Published Dec. 10, 1929. Class 6.

271,252. Tooth Paste. Da-Lee Chemical Co., Baltimore. Filed Sept. 5, 1929. Serial No. 289,341. Published Mar. 4, 1930. Class 6.



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in the development of quality soaps,
oils and allied products, we take pride
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quality, constant uniformity and ab-
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LIQUID TOILET SOAPS

LIQUID SHAMPOO SOAPS

LIQUID SHAMPOO BASE

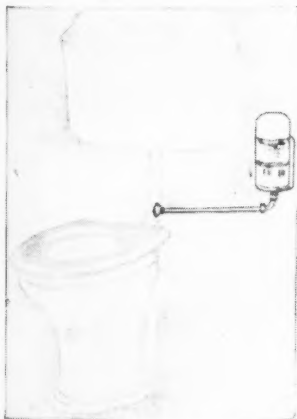
Our chemists, skilled in the art of
soap making, are trained to meet the
most exacting specifications. Every
piece of merchandise is laboratory
tested before it leaves the plant.
This is your safeguard. Packed
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*Manufacturers to
the Jobbing Trade*

The **BROOKS OIL Co.**
CLEVELAND, OHIO

The UNI-HYGEA

AUTOMATIC DISINFECTOR



Odors originate in the trap of the toilet or urinal and there is the place to kill them—before they have a chance to exist.

**COMBATS OBNOXIOUS ODORS,
CLEANS the BOWL, and DISINFECTS,
and ALL in ONE OPERATION**

How? With each flush, approximately 8 ozs. of water enters the instrument, where it mixes with a portion of the concentrated disinfecting fluid, forming a perfect emulsion. The mixture is discharged AFTER the flush into the bowl where it remains until the next flush. It cleans—It deodorizes—It disinfects.

DISTRIBUTORS—Secure the valuable UNI-HYGEA rental service franchise for your territory. Thousands of stores, theatres, hotels, factories want UNI-HYGEA instruments installed on a yearly service contract basis that will bring huge profits to you, besides giving you a decided advantage over competition in merchandising your regular line—Investigate.

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SIXTY-NINE YEARS

*of Soap-making Experience
are behind our*

BULK and PRIVATE BRAND SOAPS

We are in position to supply any of the following types of Soaps,
either in bulk or packed under your private brand.

Toilet Soap
Toilet Soap Base
Liquid Soap
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Medicinal Soap
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Pine Oil Soap
Castile Soap
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What Are Your Requirements?

ALLEN B. WRISLEY COMPANY
6801 WEST 65th STREET
CHICAGO

Say you saw it in SOAP!

Products and Trade Mark

(From Page 37)

ences in the effect and use of the two products. The other appraisal will analyze the physical differences in the products, ascertaining whether it would be impossible to produce an article like "Oxol" in powder or cake form and whether the very physical natures of the goods require that "Oxydol" be packed in boxes or cartons and that "Oxol" be marketed in glass containers.

U. S. Sanitary Specialties Corp., Chicago, has developed a device called Sani-Dome which is a combination deodorizing bloc holder and strainer for urinals (preventing stoppages due to discarded cigarettes, cigars, chewing gum, matches and other refuse). The Sani-Dome is sold in conjunction with Sani-Dome Blocettes which evaporate, their gases overcoming ammonia and other disagreeable odors from urinals.

Total exports of caustic soda from United States during March, 1930, amounted to 12,57,791 lbs., valued at \$346,977. Japan was the largest buyer, taking 3,625,060 lbs., valued at \$104,400.

271,259. Laundry and Toilet Soap. Bluo Manufacturing Co., Somerville, Mass. Filed Sept. 5, 1929. Serial No. 289,335. Published Nov. 12, 1929. Class 4.

The holdings of the estate of Nathan W. Hendryx, West Haven, in Vermo-O-Spray Products, Inc., manufacturers of an insecticide, have been bought by Sherman E. Whiting, Bridgeport, Conn.

Chemical Supply Co., Cleveland, plans to mail a series of blotters advertising the products of the company. The first one of the series which has recently been issued, carries the picture of H. A. Nelson and directs attention to Chemical Supply's metal polish.

McCormick & Co., Baltimore, report that a man giving the name of Leon D. Spitzer, and claiming to represent Morro Castle Supply Co., Havana, Cuba, succeeded in cashing a small check with them on a bank in which he carried no account. The so-called Mr. Spitzer is a man about five feet six inches tall, weighs about 190 pounds, is of light complexion and speaks fluent English.

The Fly Spray Season is Here!

MANY consumers object to using a fly spray possessing a medicine-like odor—use:—

BOUQUET 77 or BLEND 7

and impart a desirable lilac odor to your spray.

Each blends in perfectly with petroleum distillate.

Samples and Prices Upon Request

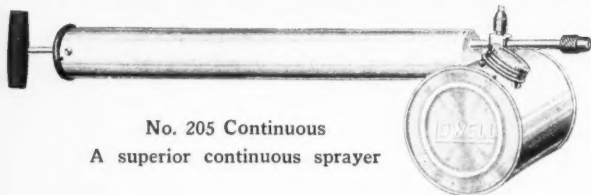


P. R. DREYER INC.

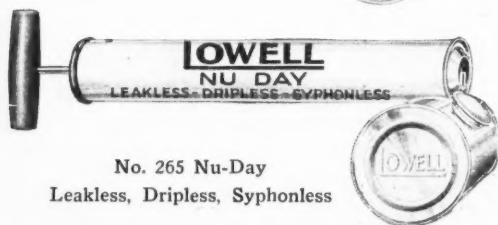
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THREE OUTSTANDING PATTERNS FOR THE INSECTICIDE, DISINFECTANT AND EXTERMINATING TRADE



No. 205 Continuous
A superior continuous sprayer



No. 265 Nu-Day
Leakless, Dripless, Syphonless



No. 80 Baby Fountain
Without an equal for ex-
terminating purposes

LOWELL SPRAYER CO.
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Quality Products for **SOAPS and DISINFECTANTS**

AQUA AMMONIA SOLVENT NAPHTHA

Cresols and Cresylic Acids

CRESOL U. S. P.
HYDROCARBON OIL
NAPHTHALENE

TAR ACID OILS, 10%—75%

META PARA CRESOL

PHENOL U. S. P.

DIP OILS

BARRETT STANDARD QUALITY AND SERVICE

The *Barrett* Company

40 Rector Street



New York, N. Y.

Say you saw it in SOAP!

I. & D. M. A. Meets in Chicago

(From Page 111)

ment officials unless it bore the stamp of a recognized lexicographer. Therefore, this committee feels that it would be not only wise but practically necessary to secure the aid of such an individual.

Dr. Austin M. Patterson, formerly editor of Chemical Abstracts and now vice-president of Antioch College, is a lexicographer of some note and has a reputation which is not only national but, to some extent, international. He has done work in the past which has been acceptable without question to such important governmental agency as the Federal Trade Commission. He is consulting lexicographer for several organizations. He is this year being sent by the National Research Council to attend meetings of the International Organic Nomenclature Committee and of the International Chemical Union in Europe. He is also doing work for Webster's Unabridged Dictionary and is still doing work for the American Chemical Society. His work on alum in the recent baking powder case has attracted wide attention and was accepted without question by the Federal Trade Commission. Should we desire to secure the aid of a lexicographer, Dr. Patterson of course would be the one selected because the best is none too good for the work we are doing. Dr. Patterson has been approached regarding this matter and we find that he can undertake this work some time this year and probably be almost finished by the December meeting. His charges have been tentatively estimated at about \$1,500.00, which fee would cover not only his time, but the stenographic work and such travel expense as might be necessary in connection with this investigation. This fee is quite reasonable considering the

amount of work required and considering the value the finished work would be to our Association and to the insecticide and disinfectant industries. Our committee recommends to the Association that we secure this service and that we proceed with our work on nomenclature under these conditions.

Since the present committee is composed of members who are interested primarily in disinfectants, it would not be advisable to devote our energies entirely to terms used in the disinfectant industry. If we did so the cost to individual members who are interested in disinfectant terms would probably be objectionable. Furthermore, it is much more desirable to have our work of such a nature that the entire membership of our Association would be interested and willing to support such a program as outlined above. Since the present committee would hardly be qualified to deal with terms used in the insecticide industry, it is here suggested that a similar committee be formed composed of members of our Association who are interested primarily in insecticides. These two committees could then cooperate with Dr. Patterson and aid in a program of work that would be of value to all of us. The cost of this additional aid from Dr. Patterson can then be shared by the full membership of this Association making the individual cost to each member very small, approximately \$15.00 each. It is hereby suggested that the president appoint a committee of members interested in insecticides to cooperate with the present Committee of Standardization of Nomenclature, the two committees then cooperating with Dr. Patterson to bring about results which will have permanent value to all of us as well as to others interested in the insecticide and disinfectant field. It is further suggested here that the full membership pledge themselves to support this work by contributing individually pro rata. This work can only be accom-

IF YOU SELL JANITOR SUPPLY HOUSES AND JOBBERS then you should add the

WHITE "Tymsaver" Mopping Outfits

to round out your line of floor cleaning equipment for janitors. Every janitor should have and wants one. The advantages of these outfits explained in the small sketches have proved to be the greatest time and labor savers and assure the user an easier and cleaner job.

No. 1

We recommend either of the following sizes:

NO. IX OUTFIT

Consists of Small Janitor Mop Wringer for Mops up to 20 oz., and a 16 qt. Oval Roller Mopping Bucket, equipped with 4 noiseless high grade rubber casters.

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Consists of Large Janitor Mop Wringer for Mops up to 36 oz., and a 26 qt. Oval Roller Mopping Bucket, equipped with 4 noiseless high grade rubber casters.

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We make a complete line of labor saving "Tools for the Janitor" and invite inquiries from those interested in offering a more extensive cleaning service to their trade.

No. 3

WHITE MOP WRINGER COMPANY

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Special Tymsaver Features

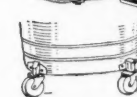
No. 4

Toggle Joint No. 1
A slight pull on the handle of the wringer gives tremendous pressure to wring mops dry.

Can't Splash No. 2
Extended lips direct water downward into bucket and prevents splashing onto floors.

Oval Bucket No. 3
This shape gives more room for rinsing mop, carries easily — extra heavy construction.

Castors No. 4
are of high grade rubber and not affected by water or alkali. Fastened with waterproof brackets.



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LETHANE

(Pat. App. For)

Synthetic Insecticidal Bases

Under the name LETHANE we offer a series of new, organic compounds of proven insecticidal value. The LETHANE products possess definite advantages in quality, uniformity and economy which mark the beginning of a new era in the scientific manufacturing of contact and fumigatory insecticides.

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SUPERIOR TO CARNAUBA WAXES

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HARDNESS, UNIFORMITY AND PURITY
SUPERIOR OIL-BINDING PROPERTY
LIGHT SHADE — EXCELLENT LUSTRE

GENERAL DYESTUFF CORPORATION

Sole Distributors in the U. S. A. of the dyestuffs manufactured by

I. G. FARBENINDUSTRIE AKTIENGESellschaft,
Frankfurt a. M., Hoechst a. M., Leverkusen a. Rh., Ludwigshafen a. Rh.

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230 FIFTH AVENUE, NEW YORK, N. Y.

CHARLOTTE
CHICAGO
SAN FRANCISCO

Say you saw it in SOAP!

plished by cooperation of the full membership and this would require the committees to include both industries in their work.

G. F. REDDISH, *Chairman*
 EMIL KLARMANN
 H. D. PEASE
 B. G. PHILBRICK
 H. A. NELSON

On the Sidelines

(From Page 115)

And when the smoke of the Battle of Chicago cleared away, and the conventionites scattered to the four winds, the consensus of opinion was that the meeting had been a success in more ways than one.

In spite of various and sundry efforts to secure photographs of Campbell Baird of Baird & McGuire, New England's famous Scot; and Wally Thomas, Gulf's Venom kid; Karl Dolge of Westport, Conn.;

and Larry LaCava, Continental Can's Bashful Boy; and one or two others of a retiring nature—all without success, we called it a day and quit.



To Peter Dougan, the disinfectant bear-cat for Merck & Co., goes the honor of submitting one of the finest papers in reporting for the Disinfectant Committee. A really constructive piece of work.



Left to right: Cavanaugh of Dow Chemical; Ahles of John Powell & Co. and Ungerer & Co.; Scott of Williams Sealing; McCormick of McCormick & Co.; Mower of Tin Decorating; Tysdal of Ungerer & Co.; Bradley of Williams Sealing.

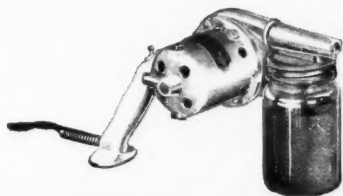
Breuer's Tornado Electric Sprayers

Have done more to
**INCREASE THE SALE
 OF INSECTICIDES**

than any other one thing in the
 industry.



You may have the best insecticide manufactured but have you the proper method of spraying it? The Tornado Electric Sprayer is your answer. It is the most powerful and efficient machine of its type on the market; sprays all liquid insecticides, disinfectants and germicides a distance of 8 to 10 feet, breaking it up into a fine mist which will float in the air and penetrate all cracks and crevices. Tornado sprayers are so easy to use and give such satisfactory results that they are used more often, increasing the use of your product. Supply your customers with these machines and watch your sales increase.



THOUSANDS IN USE!

Tornado Electric Sprayers have been regarded as standard equipment for years by leading manufacturers of insecticides and disinfectants. Thousands are in use in mills, warehouses and institutions of all kinds as well as in the home.

The Model 50 equipped with G. E. Universal motor weighs but 3 lbs. Operates at very low cost.

Write TODAY for further information and prices.

BREUER ELECTRIC MFG. CO.

862 Blackhawk St., Chicago, Ill.

Merchandise Economically
Bath Soaps and
Soap Powders in



Contents are always visible, clean and fresh.

Envo-Glass Envelopes come gummed or not, in plain or embossed paper, open at side or end, printed attractively in colors, while 90 stock sizes insure prompt delivery. Special sizes to order.

SAFETY FOLD SIFT-PROOF ENVELOPES are perfect for use with fine powders.

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Comes in rolls or flat, plain or embossed.

USE ENVO-GLASS PRODUCTS

They are practical and economic.

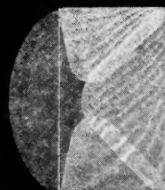
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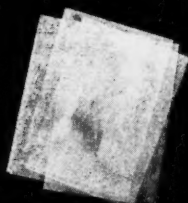
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SAFETY FOLD STYLE
 FOR POWDERS
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GLASSINE PAPER

Special odors for liquid soaps
FRESIA L. S. LILAC L. S.

Flowery and refreshing, this unusual odor stands up particularly well in liquid soaps. It is completely soluble and is economical to use. May we submit a sample?

A new composition designed especially for use in liquid soaps. It is completely soluble and is reasonably priced. Would you like to try a sample in your own product?

Also Special Odors for

Cake Soaps — Sprays — Disinfectants — Para Products

POLAK'S FRUTAL WORKS, INC.

350 WEST 31ST STREET

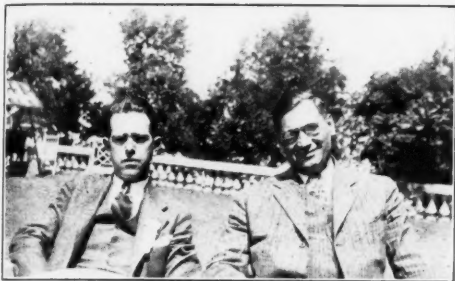
NEW YORK CITY

Chicago Office — 800 North Clark St.

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Arthur Ponder, Dominion Tar & Chemical of Montreal, the only Canadian member of the Association.

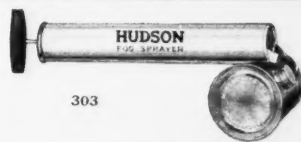


John Powell of New York and Dr. Robert C. White, president of the Association, taking the air at Edgewater Beach.

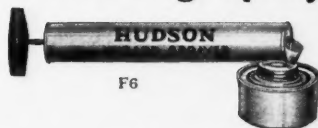
Burt H. Goddin has become associated with the Crown Cork & Seal Co., Baltimore, as special sales representative in the screw cap and large crown division. He will concentrate his sales efforts in the chemical, drug, disinfectant, soap, and associated groups in which he has been well known for the past twenty-five years.

O-Cedar Corp., Chicago, makers of O-Cedar Spray, an insecticide, polishes and other household products, recently arranged for a year's series of radio broadcasts over the Columbia and National broadcasting systems. Programs will be broadcast each Tuesday and Thursday morning and each Wednesday evening over a nation-wide hook-up.

The 1930 advertising campaign recently instituted by Rex Spray Co., makers of the insecticide, *Fly-Tox*, is designed to promote the sale of this product by arousing more people to the danger of insects. Every advertisement will carry illustrations, magnified many times, of seven insects, the moth, mosquito, fly, roach, bedbug, louse and flea, and the copy will point out the great damage and sickness which they cause. Retailers will be supplied with counter displays, window streamers and booklets.



Hudson Fog Sprayer



Hudson Wizard Spray Give 100% Efficiency to your Insecticide

The public judges your product only by results—Results depend upon the ability of the sprayer you use to vaporize your product thoroughly—to carry active elements to every nook and corner quickly, neatly and efficiently.

So efficient are Hudson Sprayers in their action—so outstanding in quality and appearance—that most Insecticide Manufacturers and Distributors have come to recognize them as standard. If you are not now capitalizing their performance in your sales program, you should investigate immediately.

Hudson offers an unusual assortment of styles and types (from 5 ounces to 100 gallons) or specially designed to meet individual requirements. Write today for complete information and 42 page catalog.

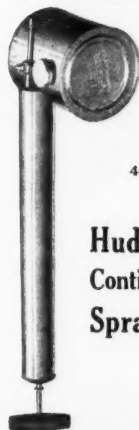
H.D. HUDSON MANUFACTURING CO.

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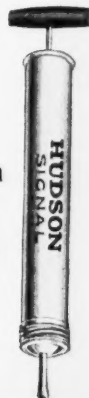
New York City
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Hudson Continuous Sprayer



Hudson Signal Duster

To Manufacturers of Insecticides

Let the Fresh, Aromatic Smell of
WINTERGREEN

Increase the Sale of Your Fly Spray

METHYL SALICYLATE MERCK
(Oil Wintergreen Synthetic)

Write for Price and Free Sample

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"EVERGREEN" PERFUMES for Soaps, Sprays, Deodorants, etc.

"**E**VERGREEN" concentrated oils for cake soaps, liquid soaps, theatre sprays, insecticides, para and related sanitary products are backed by 31 years of compounding experience. Besides having a complete array of standard oils for this type of perfuming we are equipped to work out specialties designed for your particular use. May we be of service to you?

EVERGREEN CHEMICAL CO., INC.

160 FIFTH AVENUE

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